

Chemist & Druggist

March 16 1974

THE NEWSWEEKLY FOR PHARMACY



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Rural areas: approach to new Minister

A man and his pharmacy: W.A. Beanland



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The newswweekly for pharmacy

16 March 1974 Vol. 201 No. 4904

115th year of publication

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Deputy Editor R. E. Salmon, MPS

Markets Editor W. S. Bowman, MPS, MIPharmM

Technical Editors Adrienne de Mont, B Pharm, MPS
K. F. Preece, BSc, MPS

Information Services I. H. Cotgrove

Advertisement Manager James Lear

Advertisement Executives

J. Foster-Firth, MPS

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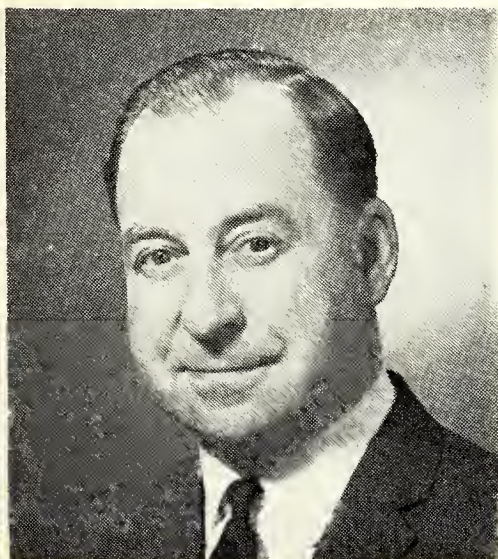
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W. A. Beanland: the man and
his pharmacy (see p300)

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BO stands for Bin Odour, a problem most housewives face every day of the year.

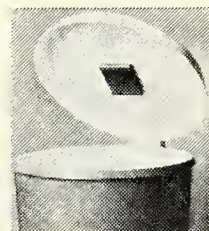
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The Vapona Bin Freshener.

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Comment

Professional conscience

The chlorodyne addict has been long known to pharmacists. The victim is usually easy to recognise and a pathetic figure—but one for whom the profession must shoulder a large measure of responsibility.

We have therefore considerable sympathy with the authors of the latest call for chlorodyne supply to be placed "under some form of control" (p 283). The recommendation comes in a paper from the drug dependence clinical research and treatment unit, Bethlem Royal Hospital and Maudsley Hospital, London, the "offending" product on this occasion being Dr Collis Browne's Compound.

It is regrettable that the call should be found necessary, however. The product has a legitimate use, and restriction of sales to pharmacies under poisons legislation should have ensured that that use was largely adhered to. But when the paper's authors find that in 14 pharmacies an average of 13.4 bottles per week were sold to an average of eight people, who can argue that there were customers who bought at least two in a week?

Sales refused

In fact replies to a questionnaire showed that many of the pharmacists were aware of the abuse and some refused sales to "suspects". But the paper also describes cases in which up to 20 bottles (400 ml) were taken daily by chlorodyne dependants. Quantities of this order cannot be purchased without the person concerned going over the same ground often enough to become familiar to staffs in the pharmacies he visits.

The profession lays claim to guardianship of the nation's health in respect of otc medicines, but if the medicines which are most overtly abused are not the subject of stringent control by the individual pharmacist, the claim is in jeopardy of being judged false by the public and our legislators.

A parallel problem was highlighted last week in the case of phenacetin (p 285). Because of a dispute with the Department of Health, the Society's Council is threatening to advise pharmacists to sell the drug on prescription only from June 1—from which date the Department proposes sale should be restricted to pharmacies.

But what on earth is going to happen to make phenacetin more dangerous on June 1 than it is now? If the advice will be justified on June 1, it would be justified now!

But advice from Council should be unnecessary. The dangers of phenacetin have been widely publicised over a period of years in the national and professional Press and on television. The drug has been eliminated from the formulas of numerous medicines.

Are any pharmacists still knowingly permitting

customers to purchase regular quantities of a phenacetin-containing preparation? Are these preparations still being recommended for any form of potentially long-term pain? If so, the culprits should be considering their duty to the public and their profession—and looking closely at their consciences!

Election policies

With the general election out of the way (for the time being at least), thoughts are once again turned to the profession's annual Council election. The system does not permit the drastic "changes of government" we see on a national scale, but with two incumbents standing aside this year we are certain of at least a pair of new faces in the Council chamber.

New faces, but what about new policies? To continue the national parallel, how is "renegotiation" of EEC entry terms progressing in pharmacy? There have been many meetings between delegations from the nine. Has their work passed the point of no return? Or can the profession elect "new boys" with a declared policy on the terms?

Unfortunately, only the retiring Council members can show us policies based on anything approaching "the facts"—the rest will be shooting in the dark! Yet the election is the nearest the profession can come to a "referendum" on the terms, and although the final decisions are for government rather than the profession, it is about time someone told pharmacists in which direction they are heading.

Unless, of course, the new Government takes the nation out of the Market and renders the whole debate sterile!

Muzzled

However, if there are those who have not already had a surfeit of electioneering, they are once again to be denied satisfaction of their appetites. The "ruling" at Bloomsbury Square is that Council candidates must go to ground until the election is over, leaving the electorate to pick the bones of their policy statements as best they can.

Do these restrictions really help to create enthusiasm for the election? Are they calculated to provide the voter with maximum information upon which to base a decision? Most of all, are they going to ensure the best Council for the profession? One of the effects, we suspect, may be to give the sitting members some advantage over those knocking on the door!

Our opinion remains that the restricted policy statement is insufficient basis upon which to judge a candidate's potential as a legislator and leader of the profession. As in previous years, therefore, *C&D* columns will remain open to all who wish to debate election issues.

Notional salary up to £3,528 for 1974

A further increase in the proprietor's notional salary — to £3,528 — has been accepted by the Central NHS (Chemist Contractors) Committee. This represents a 7 per cent increase on the £3,297 agreed for the 1973 "balance sheet" and will be effective from January 1, 1974.

The Department of Health's offer was in reply to the Committee's claim for the maximum increase permitted under Phase III of the Pay Code. The Department has also accepted that the cost of living safeguard detailed in the Code should be applied to the notional salary. The increased notional salary will be included in the 1974 balance sheet.

The Committee agreed at its last meeting that a meeting should be arranged with officers of the Department to discuss the claim for an increase in rota payments. The Committee considered that, to ensure that those providing the rota service received proper payments, the rota payment should be a separate item and

not part of the overall remuneration. It was agreed that the claim for an increase in the urgent fee should be also pressed.

Following the report of the Linstead Working Party, the Committee made representations to the Department that the basis of reimbursement of locum costs should be changed to give effect to recommendation 10—that a four week annual leave period be used in calculating the cost of a locum in the overheads of a contracting pharmacy. After protracted negotiations the Department had now informed the Committee that it was unable to accept the claim that costs would continue to be reimbursed on an average basis as found by the regular cost inquiries, appropriately updated. In other words, the fewer holidays contractors took, the less they would be paid, and vice versa. It was the intention of the Committee to pursue the claim further at every suitable opportunity.

It was reported that a reply was still

awaited from the Department to the Committee's claim to an increase in contained allowance. The Department had, however, undertaken to do everything possible to get a reply to the Committee before its next meeting.

The Committee agreed that the levy for the financial year 1974-75 should remain at the present level of 30p per £850 of NHS turnover.

The Welsh Health Technical Service Organisation asked for names of two pharmacists to serve on the Welsh Pricing Committee. It was decided that the name of Mr G. T. M. David and Mr H. J. Gatehouse be submitted.

Final arrangements for the conference of Area Chemist Contractors Committee to be held on March 24 were confirmed.

Help for shoppers, but no nationalisation

There was no reference in the Queen's speech to the Labour Party's intention to nationalise parts of the pharmaceutical industry, but the speech (on Tuesday) did contain commitments to improve and expand the NHS ("within available resources") and to review the working of the NHS Reorganisation Act.

Retailers will be affected by the promise of a measure to require goods, where appropriate, to be labelled with the price at which they are to be sold, and provision for unit pricing. The Government's aim, it is understood, will be to provide shoppers with all the information required for them to "shop wisely". This may take the form of a list of prices displayed in the shop, labels on shelves, or marking on the package, the method being tailored to meet the needs of the shopper and the particular product.

In its commitment on the Health Services, the Government intends to carry on with the development of health centres. The April 1 date for the implementation of NHS reorganisation is to go ahead—but its operation will be closely reviewed to check that the structure meets the country's needs.

Reorganisation circular on general practice issued

The Department of Health has issued a reorganisation circular on general practice pharmacy services (HRC(74)20). In it the Family Practitioner Committees are asked to prepare to take over and maintain Executive Councils' pharmaceutical lists; to make, and seek the Secretary of State's approval for, drug testing and hours of service schemes; and to exercise the functions at present undertaken by Executive Councils in respect of charge for drugs and appliances.

The Department has drawn up revised model drug testing and hours of service schemes, both of which differ little from previous schemes, and have been accepted by the Central NHS (Chemist Contractors) Committee. AHAs and FPCs are asked to encourage pharmacists to get together to provide a service in or adjacent to health centres. The first reprint of EC forms for use after April 1 will bear the prefix FP/EC but subsequent forms will only bear the prefix FP.

NHS dispensaries report 'ill-founded'

The claim that NHS-financed dispensaries would cost less than the present pharmaceutical services, has been attacked by the Central NHS (Chemist Contractors) Committee. In a letter to the Editor of *The Lancet*, where the paper by Opit and Farmer was published (*C&D* February 16, p 146), the report on which the claim was made is described as "ill-founded".

The text of the contractors' letter is as follows:—

Although at first sight financially attractive, the wholesale closing down of retail pharmacies that would result from diverting prescriptions to hospitals and health centres would deprive the public of a valuable pharmaceutical service. There is more to a chemist's shop than an NHS prescription service.

Indeed doctors themselves would be among the first to protest at the loss of this first line of defence. Cargill¹ said that people have neither the time nor the inclination to bring every symptom to a doctor, and that the doctors "could not begin to cope with them if they did". Jeffreys and her colleagues² found that two-thirds of people interviewed had taken self-prescribed medicines in the previous month. Whitfield³, who surveyed experiences at 20 retail pharmacies in various parts of the country, found that the service which pharmacists gave to their customers was valuable and "without it the work load of the general practitioner would probably rise considerably".

Quite apart from this and, perhaps, more to the point, the arguments on the financial side are very questionable. The

authors base much of their argument on the different prices manufacturers charge to retail and hospital pharmacies.

The effect of the chemists' on-cost on their calculations is not apparent, and no allowance has been made for the government price reduction in respect of manufacturers' discounts, thus introducing a substantial error in the calculation of base price. The determination of costs solely by hospital drug-cost tariff also effectively excludes pharmacy department running costs. The cost "gap" must be regarded as exaggerated as it is acknowledged that any estimated saving arising from a narrowing of that "gap" would depend upon the extent to which the manufacturer would resist an extension of bulk purchase of drugs and substitution (a forbidden practice in retail pharmacy) and it is hardly conceivable that the manufacturer would not attempt to increase the unit cost of drugs if a greater proportion of sales were made on this basis. Again, the redistribution costs inherent in any bulk purchase scheme have been ignored and no effort has been made to cost the provision of pharmaceutical services from hospitals or health centres in terms of capital or operating costs.

It seems a pity that such an ill-founded report should be submitted as a serious argument for reducing the already much depleted level of pharmaceutical service available to the long suffering public.

1. Cargill, D. *Lancet*, 1967, 1, 1377.
2. Jeffreys, M., Brotherton, J.M.F. and Cartwright, A., *Brit. J. Prev. Soc. Med.* 1960, 14, 64.
3. Whitfield, M., *Practitioner*, 1968, 200, 434.

Chlorodyne: control urged

Chlorodyne dependence is more common in younger people than previously suspected says a report in last week's *British Medical Journal*.

Workers at the drug dependence unit, Bethlem Royal Hospital and Maudsley Hospital, London, call for tighter restrictions on the supply of chlorodyne and say there may be more than 1,000 chlorodyne-dependent people in greater London. They describe eight chlorodyne-addicted patients, six of whom were dependent by the age of 23, whereas 10 years ago the addiction was more prevalent in patients over 40.

Questionnaires were sent to 48 pharmacists in central and south London asking for information on sales of Collis Browne's Compound. There were 15 replies.

Except for one large pharmacy selling about 120 bottles a week, the pharmacies sold on average 13.4 bottles of chlorodyne weekly to an average of eight people says the report. The large pharmacy because of its 24-hour shift system, could not be sure how many people bought the preparation but many were aged 18-25. The other pharmacists described their regular chlorodyne customers as "middle-aged" or "elderly".

The authors say that chances of overcoming the dependence are poor and further work needs to be done to find a suitable withdrawal regimen.

Nar on Want criticises baby milk promotion

Nar on Want has accused baby food manufacturers of irresponsibly marketing dried milks in Third World countries.

A report "The Baby Killer" criticises marketing techniques which persuade mothers to give up breast feeding. Companies are accused of using medically unqualified sales girls dressed as nurses to promote their products. Free feeding bottles are given away with samples, says the report which claims that Western-style methods of feeding are generally unsuitable in the developing countries because of poor home hygiene, inadequate nutritional knowledge and illiteracy.

Cow & Gate say they only employ professionally qualified staff to explain the use of their products in the countries concerned. Their promotions are geared to breast feeding — they issue a leaflet illustrating breast feeding first, staff are instructed not to persuade the mother to change to bottle feeding and samples are only given to mothers who cannot breast feed. Similarly, Glaxo say they are able to sell their milks only under scrutiny of the medical authorities of the countries concerned, their literature stresses that breast feeding is to be preferred and they only employ qualified nurses.

Mr W. F. E. Eustace-Pedlar FPS, who was made an MBE in the New Year Honours list, pictured at the Palace last week with his wife and son.



'Loophole' found in Irish cannabis legislation

Controls on cannabis in the Irish Republic define the drug as the product of flavouring and fruits of the pistillate plant—the female plant. In Dublin Circuit Criminal Court this definition was used successfully in an appeal against conviction on a charge of possession because the State could not be certain that the sample did not originate from the male plant.

The government is expected to close this loophole as soon as possible, but Mr C. O'Connor of the College of Pharmacy has called for legislation covering the whole plant.

Suntan brand leader goes into supermarkets

Ambre Solaire are widening their distribution through grocery outlets — but the new policy will not affect the relationship with chemists, a spokesman for L'Oreal told *C&D* on Monday.

The new policy was outlined in *The Grocer* last week by Mr Ralph Browning, consumer division general manager. The "move into supermarkets," he says, is expected to increase both the brand's share and the total market — expected to reach £4.8m in 1974. "We believe Ambre Solaire will make a really significant contribution to the grocery trade".

The Grocer says that L'Oreal believe the suntan market has been under-exploited. Last year, several large grocery chains co-operated with L'Oreal in a successful test market, and the company expects that "impulse purchase will be a critical influence in moving the product out".

The company spokesman said this week that chemists' sales will not be affected — the grocery move is expected to generate "all new business".

Hospital costs published

The cost of drugs averages £2.42 per in-patient week for acute hospitals over 100 beds in England, according to Hospital Costing Returns for the year up to March 31, 1973 (HM Stationery Office £1.70). The

figure for psychiatric (mental illness) hospitals is £0.47 and for tuberculosis and chest hospitals £2.52.

The average cost of pharmacy services for hospitals in England under the control of Regional Hospital Boards is £0.42 (£1.05 for London hospitals with Boards of Governors). The figure for psychiatric (mental illness) hospitals is £0.13, for acute hospitals over 100 beds £0.86 and for children's acute hospitals £0.92.

Outpatient drugs for 100 attendances cost on average £16.03 for the larger acute hospitals in England and £31.34 for psychiatric (mental illness) hospitals, but only £3.97 for orthopaedic hospitals. For outpatient pharmacy services the average cost is £4.75 per 100 attendances (£9.57 for London hospitals with Boards of Governors); orthopaedic hospitals averaging £1.70, acute hospitals over 100 beds £4.68 and children's acute hospitals £5.77.

Mr Butterfield dies at 110

Britain's oldest man, Mr Frederick Victor Butterfield, MPS, died on March 8, a week after celebrating his 110th birthday at the Edenfield nursing home, Harrogate, where he had been a patient for five years.

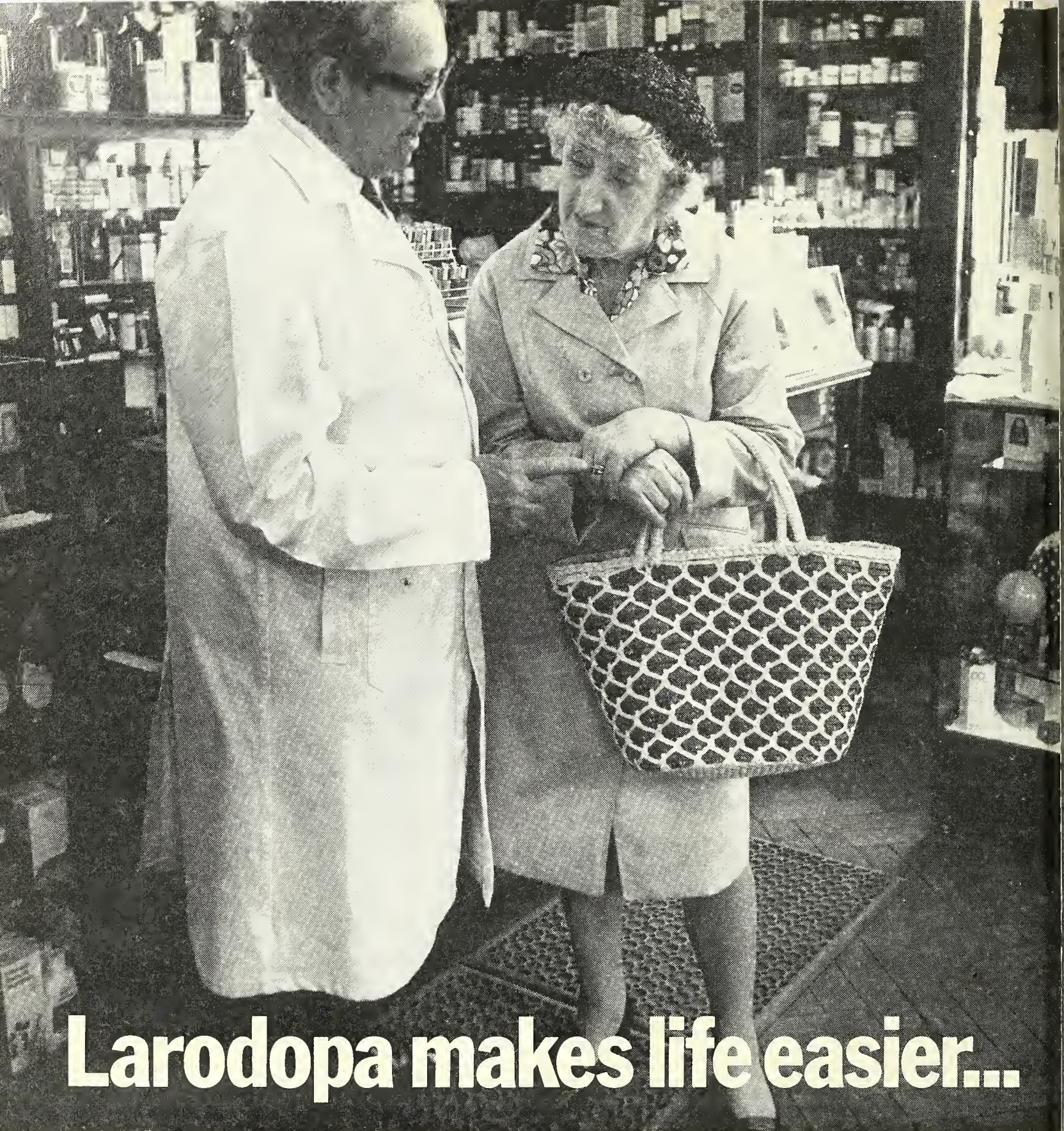
Mr Butterfield, whose birthday was on election day, cast his postal vote in the General Election and took a glass of champagne on polling day.

Born at Thirsk, Yorks he qualified as a chemist and druggist in 1885. After working in London he returned home to open his first pharmacy on Station Bridge, Harrogate, in 1893.

Drug Tariff 1974 issued

Peppermint water BP has been deleted from Part VC (Formulary) of the Drug Tariff but peppermint water concentrated BP has been added to Part VA (Standard drugs and preparations) in the 1974 Drug Tariff issued this week.

Other amendments include the addition to Part VA of tablets of pyridoxine 10, 20, 50mg and tablets of reserpine 500mcg, 1mg. Part IV (Proprietary preparations with a common pack) has been revised to take into account recent deletions by manufacturers and in Part VD (BNF preparations available only as proprietary products) the entries now conform with BP or BPC 1973, or BNF 1974.



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15 Manchester Square
London W1M 6AP.



Phenacetin: restrictions from June 1

Four warning notices will be required on the containers of phenacetin-containing preparations sold after June 1, and sales will be limited to pharmacies. This is an interim measure pending phenacetin's inclusion in the prescription-only list under the Medicines Act from January 1, 1975.

The warnings proposed under the draft Medicines (Phenacetin) Prohibition Order, now being circulated to trade and professional bodies, are:—

- A maximum daily dosage equivalent to not more than 2g phenacetin
 - A caution that it is dangerous to exceed the stated dose.
 - A warning not to take the preparation for a consecutive period of more than 14 days without consulting a doctor.
 - The words "Contains phenacetin which can damage the kidneys when used regularly for long periods".
- Affected products include compound codeine and APC tablets.

Council's advice

The Department of Health's proposals have been described as "inadequate" by the Council of the Pharmaceutical Society, which proposes to advise pharmacists to sell on prescription only from June 1 if there is no change. Meanwhile, customers should be warned about long-term use of phenacetin preparations. (See Comment, 281).

Scottish Orders published

Area Health Boards areas in Scotland under the NHS reorganisation have been re-defined in Statutory Instruments published last week.

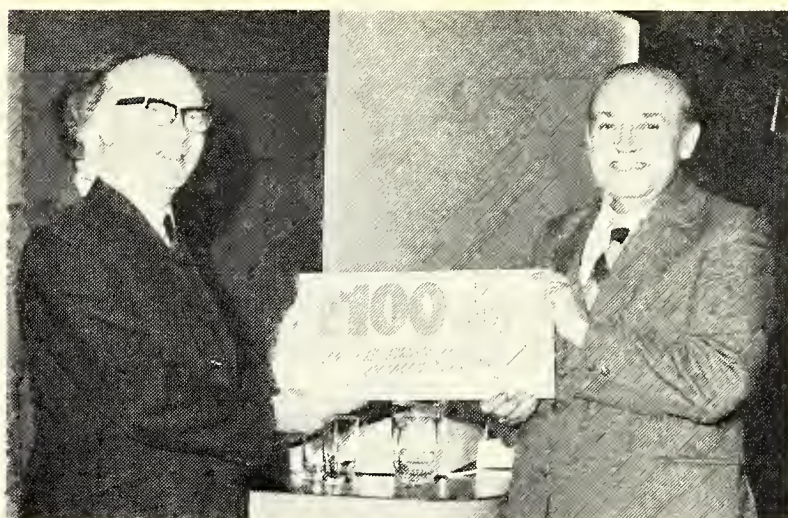
The National Health Service (Determination of Areas of Health Boards) (Scotland) Order 1974 (HM Stationery Office, SI no 266) details the re-defined areas of the 15 Boards; the National Health Service (Constitution of Health Boards) (Scotland) Order 1974, (SI no 267, 3p) establishes them for the purposes of administration of the reorganised NHS, giving the total number of members, excluding the chairman, for each Board. Both Orders come into operation on March 18.

The National Health Service (Transfer of Staff) (Scotland) Order 1974, (SI no 265, 3p), which also comes into force on March 18, provides that the date on which persons are transferred to the employment of the new health authorities shall be April 1.

Officer' salaries agreed

Salaries of administrative pharmaceutical officers in the NHS have been settled with regret" by the staff side of the Whitley Council. The reason given by the staff side is that there was no prospect of a further increase.

Mr D. McKelvie, chief executive officer, Lancastria Co-operative Society Ltd, presenting £100 to Mr R. Hazeltine, MPS, whose branch pharmacy at Waterloo Road, Blackpool, won the pharmacy department's recent display competition (story this page)



"The officers concerned could not undertake any of the duties of their post until a salary was agreed, and there was pressure from many sources and also from individuals, who were being excluded by the various new authorities and the teams of officers, from decision making on matters which affected pharmacy.

The new scales agreed for pharmaceutical officers are:

Regional: population over 3½m £6,002-6,773; population under 3½m £5,801-6,572.

Area: Teaching areas, population over 800,000 £5,296-5,927; population under 800,000 £5,136-5,777. £400 addition to all points on the above salary scales for teaching hospital chief pharmacists awarded grade V by the Teaching Hospital Gratings Advisory Panel who are appointed APO of AHA(T).

Non-teaching areas, population over 800,000 £5,081-5,726; 450,000 to 799,999 £4,921-5,576; under 450,000 £4,869-5,528.

District, With grade V hospital post £5,314-5,999; grade IV, £4,423-5,024; grade III, £3,521-4,183; grade II, £2,619-3,630.

It is part of the agreement that the new scales are regarded as provisional pending a review in 1975 in the light of experience of the new posts.

Noel Hall grades: Grade V (regional) £5,164-5,849; grade IV (area) £4,262-4,863; grade III (principal) £3,360-4,022; grade II (staff) £2,458-3,479; grade I £1,797-2,279. This is a Stage III salary award with effect from March 1.

The Stage III salary award of 7 per cent with an upper limit of £350 per annum will be applied to all pre-Noel Hall salaries and allowances with effect from March 1.

The provisions relating to threshold arrangements in the Pay Code apply to the agreement. The figures are subject to the approval of the Pay Board.

Co-op record in North

In the financial year just ended the Pharmacy Department of the Lancastria Co-op achieved a record sales increase of £215,000 (21.2 per cent) bringing the annual turnover to an all-time high of £1.23m. The average turnover per branch has also reached the record figure of £75,000 a year. During 1973 two large new branches were opened and another smaller branch enlarged and modernised. Continuing this development is the opening of a new branch in Carnforth this month to be closely followed by one of the largest branches to be opened in the Fylde coast area. During the past 2½ years new branches have been opened or existing ones enlarged and modernised at the rate of one every three months.

At a recent meeting in Blackpool of over 150 members of the staff vouchers worth £300 were presented to the managers and staff of the winning branches in two competitions held within the department over the Christmas period. The awards were made as follows:— The first prize of £100 in the sales competition was awarded to Mr A. Barlow, MPS, and staff, Preston New Store, Lancaster Road, and the £100 in the display competition to Mr R. Hazeltine, MPS, and staff at Waterloo Road, Blackpool.

Figures 'prove hypermarkets are cheaper'

Carrefour hypermarkets have produced statistics which, they claim, prove their prices are lower and force other retailers to reduce prices.

An article in last week's *Grocer* says the data was based on a comparison between price movements of 100 food items on sale in 22 shops since September 1972. The shops included Co-operatives, large multiples, private traders and the two Carrefour hypermarkets. The comparisons are said to show that the Caerphilly Carrefour was between 9.9 and 14 per cent cheaper on average compared with all the other stores and no other shop sold the standard basket of 100 groceries cheaper.

Planning permission argument

Mr A. Moore, managing director of Wheatsheaf Distribution & Trading Ltd, who run the Carrefour hypermarkets, is said to maintain that the results are a major argument for allowing more plan-

ning permission for hypermarkets. He is quoted as saying "There is a great deal of talk about lower retailer profits. . . . The best way of doing it is through competition and this is what we provide. Housewives who don't want to shop in a Carrefour will be buying food at better prices from our competitors, simply because we are trading in the area. . . . Perhaps the new Government will recognise the economic facts."

The article records that the company have a "disappointing" record in obtaining planning permissions and next week they face an appeal over a hypermarket plan at Rayleigh, Essex. "There is little doubt," the article concludes, "that at a time when food prices play a politically significant role, that Carrefour will be using their figures on every possible occasion to prove that what is in the interests of Wheatsheaf is in the interests of the country".

People

Mr R. G. Hoare, FPS, chairman, ICI pharmaceuticals division, has been re-elected president of the Association of the British Pharmaceutical Industry for another year commencing April 24.

Mr A. R. Riley, FPS, who has been chairman of the Sunderland Executive Council since 1963 and is the only remaining founder member of the Council, was appointed to and has been elected the first chairman of Sunderland Family Practitioner Committee.

Deaths

Croucher: Recently, Mr John Alan Croucher, MPS, 4 Park Lane, Southwick, Sussex. Mr Croucher qualified in 1957. Mr Croucher was an area manager for Savory & Moore and earlier had been manager of the company's Bond Street pharmacy and later of the Redhill Wholesale depot.

Mr J. B. Thompson, MPS, writes: When a colleague is taken from our midst it is inevitable that we should mourn his passing, but when that person had not reached the age of 40, was acknowledged by all who came into contact with him as a young man of great ability, rapidly ascending the ladder of success, leaving behind him a young wife and four children under 14 years of age, the poignancy of his premature departure from this earth becomes so acute that tears and kind words are totally inadequate expressions of emotion. During his life time John obtained many distinctions amongst which was a Fellowship of the Institute of Pharmacy Management, one of the youngest men to be so designated.

Shields: On March 4, 1974, Mr Edgar Holland Shields, FPS, Early Bank, Stalybridge, Ches. Mr Shields qualified as a Pharmaceutical Chemist from the 'Square' in 1917, and immediately joined the Army, serving in the Middle East. After demobilisation, he was appointed to the staff of Burroughs Wellcome & Co in the publicity department. In 1924 he joined Thomas Kerfoot & Co Ltd, as advertising manager, a post he held until 1956 when he retired, although he still retained his interest in the firm as a consultant.

Mr H. Burlinson, FPS, writes: Of a kind and retiring disposition, Mr Shields was in every sense of the word, a gentleman, with a quiet sense of humour and a great pride in the profession that he loved. He excelled as a writer on pharmaceutical subjects and contributed a number of articles on the history of the British Pharmaceutical Conference to *Chemist and Druggist*.

News in brief

□ The Electricity (Industrial and Commercial Use) (Control) (Revocation) Order 1974 (HM Stationery Office, SI no 377, 3p) which came into force last week, revokes previous Orders relating to the use of electricity for industrial purposes. At the time of going to press however, Orders concerning the use of electricity for heating, and display and advertising lighting remain in force.

Topical reflections

BY XRAYSER

Sleep

The lecture on sleep and drugs, delivered at a recent meeting at Bloomsbury Square, demonstrated that Dr Ian Oswald is deeply involved in the study of one of the problem diseases of our time. The practising pharmacist is very well aware of the enormous consumption of drugs in general and, in particular, hypnotics. It was not always so. Fifty years ago the bromides were prescribed to meet certain emergencies and chloral hydrate, sometimes reinforced with an opiate, had its devotees.

It is said, by way of explanation of the habits of today, that we live in times of stress and that therefore it becomes necessary to tranquilise and to ensure sleep, but I cannot think that there was no stress half a century ago. There was poverty, there was unemployment, there was a degree of malnutrition. There were many reasons for anxiety, but the assuaging of it was not such a simple matter as it has become today with the extremely wide range of capsules and tablets in elegant finish and colour.

It must come as a surprise to learn that, even in a drug-induced sleep, there can be varying degrees of restlessness which follow a pattern. What must have struck many pharmacists is the ease with which the habit of dependence may be acquired. We daily see prescriptions for what must be thought to be unnecessarily large quantities of hypnotics and tranquilisers, and there is evidence of supply in perpetuity of a product which was originally prescribed to meet a comparatively minor emergency.

Dr Oswald made a reference to caffeine and its effect at night on a group of people in their fifties. That was perhaps predictable, for coffee at bedtime followed by an analgesic containing caffeine could hardly be expected to induce restful slumber, yet many people finish off their day in just such a manner. The effect of drugs on sleep from hour to hour is of great interest, and Dr Oswald's researches may eventually alter the pattern of prescribing.

Soyer

I am greatly indebted to Dr S. Bradshaw of Hereford, for his letter commenting on a reference in this column to A. Soyer. The writer has, in the most courteous manner, filled a large gap in my knowledge. I knew nothing of Alexis Soyer and was not aware of his importance, and Dr Bradshaw is right in saying I gave no hint of knowledge in my comments. I was, I note, correct in my assumption that the letters to which I referred were not unconnected with the potato famine.

But Dr Bradshaw is not alone in coming to my assistance, for another correspondent has written privately to me giving much of the information contained in Dr Bradshaw's letter and enclosing with his comments a photocopy of the title-page of "The Modern Housewife or Ménagère"—a volume "comprising nearly one thousand receipts" by Alexis Soyer. There is an illustration of the author from a drawing made by his wife, and a distinguished and debonair gentleman he looks.

Response

The surprise to me is that my brief reference to a druggist's recipe book and three recipes for soup in 1848 should have evoked a response from two of your correspondents who are able to help me with valuable information. But I should not have been surprised, for it is only one more example of the wide range of interests of your readership, of which I have had previous experience. One daren't put a foot wrong! But if all who discover my shortcomings point them out with the same courtesy and grace, I shall consider myself fortunate.



The van that's big on space, small on costs, and easy on fuel.

The Fiat 850T gives you more space at less cost than any other van. With petrol economy of up to 29 miles per gallon.

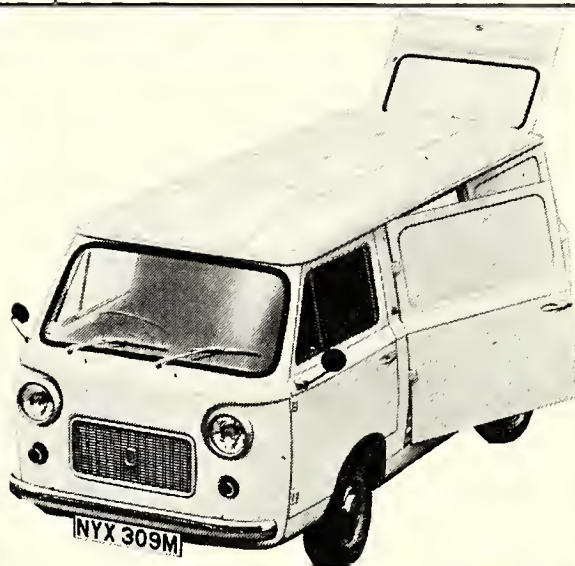
Designed to carry over 12½ cwt, the 850T van gives you an extra-large, fully-lined interior of up to 106 cu.ft. capacity. Easy loading is ensured by wide doors, and a flat floor only 16" above the ground.

Flush-sided and highly manoeuvrable, the 850T van is the ideal vehicle to speed your in-town deliveries, and avoid parking and access problems.

Van body choices of two/three door, normal or high-roof versions to suit every need.

The 850T van is robust, comfortable and safe and offers you a two year anti-rust programme and warranty.

Post the coupon today and we'll send you full details, and the address of your nearest Fiat dealer.



£991.10

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2-door **£1046.10**

FIAT 850T

All prices quoted exclude VAT, delivery charges and number plates. Special fleet terms available on request.

**To: Fiat (England) Ltd., Freeport,
Brentford, Middlesex, TW8 9RY**

Please send me full details of the 850T van.

Name

Trade

Address

Telephone

Current van(s) C&Dr/16/3
make and model

New products

Cosmetics and toiletries

Dana launch their hairspray

Tabu hair spray (£0.78), the first hair-dressing product to be launched in the UK by Dana Perfumes, will be available for sale in mid-April (see *C&D*, February 23). To promote it, Dana are offering a free hairspray with every 2oz Tabu spray Cologne purchased (£1.35). A counter display featuring the offer is obtainable.

The hairspray is said to hold the hair "gently but firmly", does not dull the hair and washes out easily. It comes in a white, black and gold aerosol can with the Dana violinist motif on the front (Dana Perfumes Ltd, 19 Grosvenor Street, London, W1X 9FD).

Wombles at bath time

Bellair Cosmetics have launched a new range of toiletries based upon the popular children's characters, the Wombles. The first products to appear in the range are peach scented Womble talc (£0.39) and apple scented Womble bubble bath (£0.31). The packs—six for each product—have the different Womble characters illustrated and described, and as such offer a strong collection incentive.

Although aimed at the children's toiletries market, it is expected that the products will have a much wider appeal (Bellair Cosmetics Ltd, New Road, Winsford, Cheshire).

Moisturising lip conditioner

To protect the lips from the drying effects of the weather, Revlon have introduced a lipstick-sized moisturising lip conditioner (£0.70) that can be worn under lipstick; over the top to give extra gloss protection; or alone for a "natural" healthy shine. Small enough to be carried in a cosmetic purse, it comes in a burgundy container.

Revlon have added three products to their Moisture Prescription series: protective hand cream (£0.85), that contains pectin and natural herb extracts to prevent dryness and chapping; anti-wrinkle cream for the eyes (£1.20), to be used at night; and anti-wrinkle stick (£1.20), a lipstick-size stick that is for use around the eyes (Revlon International Corp, 86 Brook Street, London W1Y 2BA).

Herbal range

Carter Brothers have introduced a range of "wild herb" shampoos and skin care creams in their Tiki range. Both products retail at £0.30, the skin care creams consisting of a choice of witch hazel, elder-blossom and calendula. The maker's introductory offer gives £0.12½ profit on every item sold. The herbal products will be shown in the Helfex exhibition in London from March 17-20.



Also from Carter Brothers is a suntan oil (£0.45) incorporating "vitamin E, and an emollient base of soya, almond, and wheat germ oils" (Carter Brothers, Glen Laboratories, Shipley, Yorks).

"Natural" foam baths

Following the success of their natural shampoos, Aronde have introduced three foam baths—orange blossom, lemon and fragrant herbs—into the range. The 225cc bottles (£0.29) are the same shape as for the shampoo, but in miniature.

The foam baths are obtainable in counter display outers that hold six or twelve assorted packs (Aronde Laboratories Ltd, Sherbourne Avenue, Binstead, Ryde, Isle of Wight).



Household

Vapona controlled release

Shell Chemicals UK Ltd, have introduced a new controllable flykiller, the Vapona cassette. It works on the same principle as the rest of the Vapona range, with the improvement that the flykiller is fully controllable. When it is no longer required to work the vapour can be shut off by closing the inner holder.

Vapona cassette (£1.21) is designed to kill flies, moths, mosquitos, beetles and many other insects in the home. Each cassette is effective for up to four months and will continuously protect a space of 1,000 to 1,400 cu. ft.

The cassettes are available in packs of 48, and the launch will be supported by national Press advertising (Distributors Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts).



Sundries

Unichem nappy liners

Kemval nappy liners is the latest "own brand" product from Unichem. The packs (£0.50) contain 100 liners and are in pastel shades of pink, yellow or blue. On the front of the pack is a drawing of a steam engine which forms the outline of the opening that allows easy removal of individual liners from the box (Unichem Ltd, Crown House, Morden, Surrey).

Jacquelle add ranges

Two cosmetic purse and holdall ranges have been added by Jacquelle to be available in May. They are a range of canvas accessories consisting of three styles: a zip purse (£0.85), a "mini-traveller" (£1.95)

and large holdall (£2.75); and a "wet look" range consisting of a zipped cosmetic purse and three sizes of clip purses, prices from £0.85 to £1.50 (Jacquelle Sales, division of Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland NE24 4RG).

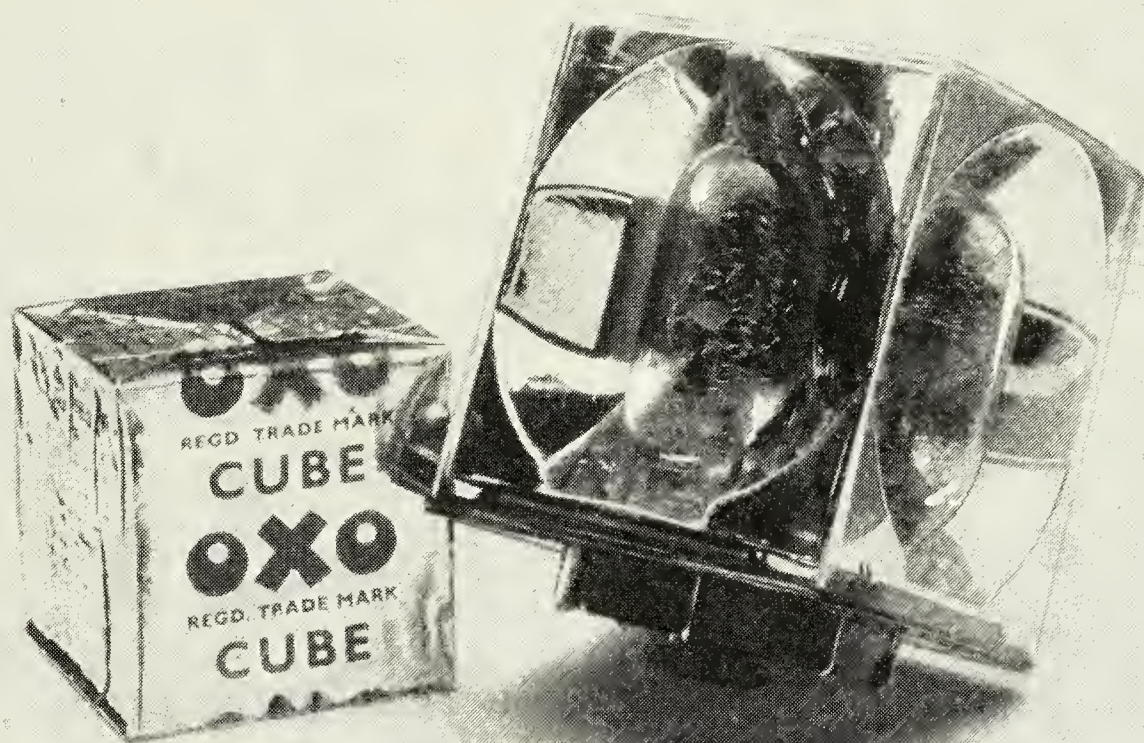
Photographic

Bauer E16 flash unit

Mayfair Photographic have introduced a compact electronic flash unit with a built-in charger.

The Bauer E16 electronic flash unit (£21.95) incorporates a nickel cadmium battery which gives approximately 40 flashes per charge, say the distributors. To recharge the battery the unit is plugged into the mains with the lead provided.

Continued on p 293



Atlas Photoflash. The other brand-leading cube.

Atlas are the top sellers across the board in the photoflash business.

They offer more nourishment for the dealer because they offer more nourishment to the user.

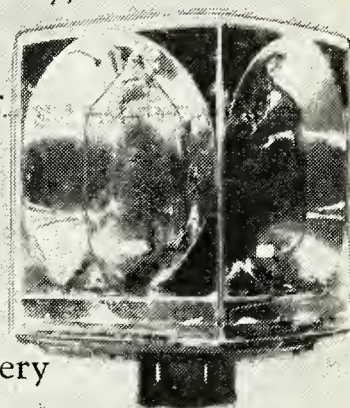
The beefy little cube on the right in the picture above, for instance, contains four zirconium packed sub-miniature bulbs that peak to around 130,000 candelas in just 13 milliseconds and stay up there where it counts above half peak for a healthy 15 milliseconds.

The equally brand-leading Atlas Tru-Flash IB peaks as fast, stays up there as long and socks out 7,500 lumen secs with peak light output of 0.45 megalumens.



While the Atlas Mini-Flash Super AG3B – brand-leader again of course – produces identical performance while operating from a mere 2" miniature camera reflector.

Which brings us, finally, to the Atlas Magicube X. The brand-leader which is designed specifically for the latest 126 cartridge cameras and all 110 cartridge cameras. Percussion ignited, it needs no battery and peaks in a startling 7 milliseconds. Which is very speedy indeed.



Somewhat like the profits that accrue when you stock Atlas. The brand-leader.



THORN LIGHTING Thorn House, Upper Saint Martin's Lane,
London, WC2H 9ED. Telephone: 01-836 2444.



**THERE'S EVEN
MORE PROFIT
FLYING AROUND
THIS YEAR...**

MAFU

THE FOUR MONTH FLYKILLER



THE FAST-SELLING ONE BECAUSE....

it's automatic vapour releasing,
 it's a product of Bayer Research,
 it kills flies, wasps, moths and all domestic insects,
 it's neat and complete in plastic holders ready for
 hanging or standing,
 it comes in two sizes: **MAFU 40, 85p** + VAT rsp,
 for average size sitting rooms and kitchens;
MAFU 10, 45p + VAT rsp, for wardrobes,
 cupboards, toilets etc.

HERE'S THE BIGGER-THAN-LAST-YEAR BACKING

RADIO

Great commercial radio campaign at
 the same time as the TV on all of these
 stations - **Capital, London Broadcasting,**
Manchester Radio, Birmingham Radio,
Clyde Radio, Swansea Radio and
Tyneside Radio.



Big TV campaign throughout the country
 bang-on the flykiller season.
 Millions will see the Mafu commercials
 in **London, Midlands, Lancashire,**
Yorkshire, North East, Scotland, Wales
and the West, Southern, Anglia
and Westward.

MAGAZINES

Mafu advertisements in **Woman,**
Womans Own and **Readers Digest** will
 back the TV and Radio campaigns to
 achieve even greater Mafu sales.

SO GET THE BIGGEST EVER DISPLAY UP
 IN YOUR STORE FOR

MAFU

THE FOUR MONTH FLYKILLER

Stock is available now. Order from your Chemist wholesaler or:
Vigglesworth Limited, Westhoughton, Bolton, Lancs (Telephone Westhoughton 2511)

FOR PROMPT DELIVERY



Plenty of fun and games and profits from Kwells this Summer.

This Summer, Kwells launches its biggest ever promotion.* Colourful counter displays containing the great new Kwells Car Bingo game will be yours free.

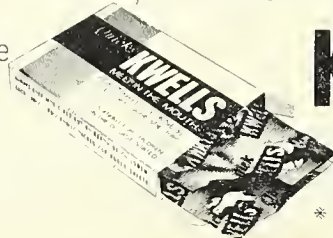
It's the ideal game for every family journey. Designed to keep the

children amused and make every trip seem shorter — and it's unique to Kwells.

Kwells is the name the family knows, and trusts. And we're making

sure Kwells is the name they'll see. With advertising in Woman, Woman's Own, Reader's Digest, Drive, and leading holiday guides.

So take advantage of all the fun and games and order your share of the profits now.



KWELLS

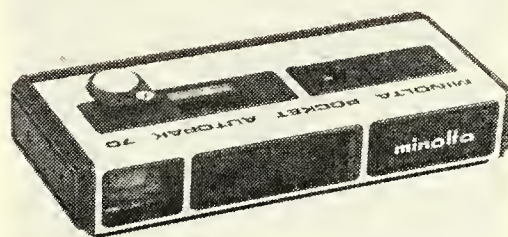
Britain's leading
travel sickness remedy

* available only from your Nicholas representative

Nicholas

New products

Continued from p 288



With a flash duration of 1/2800 sec, the unit has a guide number of 36 with 25 ASA film. An exposure control calculator and neon "flash now" signal are also incorporated (Mayfair Photographic Suppliers (London) Ltd, Hempstalls Lane, Newcastle, Staffs ST5 0SW).

Minolta 110 camera

A Minolta camera which uses 110 film cartridges has been introduced by Japanese Cameras Ltd.

The Minolta Pocket Autopak 70 (£49.95) has an automatic metering system linked to an electronic shutter with a shutter speed range from 1/330 sec to 10 sec. A "Use flash or tripod" signal shows in the viewfinder when the shutter speed is under 1/40 sec. Inserting a Magicube for flash automatically sets the shutter to 1/40 sec.

Measuring approximately 1 x 5 x 2½ in, the camera weighs about 7oz. The 26mm f3.5 four element glass Rokkor lens focuses from infinity to 90cm and there is a built-in close up lens for focusing down

to 50cm. A built-in lens cap locks the shutter in position and cuts off the viewfinder.

The bright-frame viewfinder is compensated for parallax and changes colour when the close-up lens is in position. Focusing symbols and a red indicator are included in the viewfinder to allow focusing while viewing. A red warning lamp shows with a shutter speed of under 1/40 sec or when a Magicube needs replacing. The viewfinder has an oversize eyepiece and other features of the camera include provision for cable release and tripod, thumb-activated sliding film advance, and hinge-opening back (Japanese Cameras Ltd, Hempstalls Lane, Newcastle, Staffs ST5 0SW).

Improved cine colour

Agfa-Gevaert announce a new super 8 cine film, Agfachrome super 8 (£1.90½), a



completely new emulsion structured film with improved colour saturation and finer grain. Stronger brilliant colours as well as much improved rendition of skin tones. Film speed rating is 40 ASA, 17 DIN. Available in the UK from early April the film is presented in a restyled and colourful eyecatching new package. An extra aid is included with each pack — a memory tag, affording a quick "what, where and when" reference.

Agfachrome super 8 will be featured in major publicity campaigns this year, with additional promotional and point of sale material available for dealers (Agfa-Gevaert Ltd, Brent House, Great West Road, Brentford, Middlesex).

Prescription specialities

PIMAFUCIN

1 per cent suspension

Manufacturer Brocades (Great Britain) Ltd, Brocades House, Pyford Road, West Byfleet, Weybridge, Surrey

Description Natamycin 10mg per ml as creamy-white sterile suspension

Indications Oral thrush due to *Candida albicans* and mouth ulcers secondarily infected with *Candida albicans*

Dosage *Infants*—4 drops under tongue after feeds. *Children and adults*—10 drops after each meal, preferably directly on to the lesions

Storage Away from light

Packs 5ml dropper bottle (£0.50 trade)

Supply restrictions P1, TSA

Issued April 1, 1974

NIFEREX tablets and elixir

Manufacturer Wilcox Laboratories Ltd, 215 Coldharbour Lane, London SW9 8RX

Description Brown tablet containing equivalent of 50mg elemental iron as a non-ionic polysaccharide — iron complex. Brown elixir containing equivalent of 100mg elemental iron per 5ml. *Paediatric elixir*, 25 drops approximate to 1.25ml

Indications Prophylaxis and treatment of uncomplicated iron deficiency anaemia

Contraindications Known iron overload

Dosage *Prophylactic* — Adults: 1 tablet

or 2.5ml daily. *Therapeutic* — Adults: 2 tablets or 5ml elixir once or twice daily. *Children*, 6-12 years: 5ml daily. 2-6 years: 2.5ml daily. *Infants*: 1 drop paediatric elixir per 1lb bodyweight three times daily

Precautions Care in peptic ulceration. **Notes** Niferex is a water soluble complex stable between pH4.5 to 11.0, which dissociates slowly after being acted on by stomach hydrochloric acid. The iron is released close to the site of absorption in the duodenum and proximal jejunum, thereby minimising the risk of gastric upsets

Storage Tablets should be dispensed in moisture-proof containers

Diluent May be given in milk, infant formulae or juices

Packs Elixir — 240ml bottle (£1.12 trade). *Paediatric elixir* — 30ml dropper bottle (£0.42). Tablets — 100 (£1.15)

Issued March 1974

HYGROTON-K tablets

Manufacturer Geigy Pharmaceuticals, Hurdfield Industrial Estate, Macclesfield, Ches. SK10 2LY

Description Red, sugar-coated tablet imprinted "Geigy" one side, each containing chlorthalidone 25mg and potassium chloride 500mg—6.7 mEqK (slow release)

Indications Hypertension, oedema due to cardiac failure, hepatic cirrhosis, nephrosis, oedema of pregnancy, premenstrual tension, diabetes insipidus

Contraindications Renal insufficiency, hypokalaemia

Dosage *Hypertension*—1 twice daily or 2 at breakfast time. *Oedema*—1 or 2 once or twice daily. See literature for other indications. Swallow whole with meals

Precautions Decreased glucose tolerance

may occur and diabetes aggravated in patients not previously displaying symptoms. During prolonged therapy regular tests for glycosuria should be carried out and unexpected polyuria investigated. Hyperuricaemia may occur and acute attacks of gout precipitated. Abdominal pain, distention, nausea, vomiting or gastro-intestinal bleeding are indications for stopping treatment. Signs of potassium depletion eg muscle weakness may be remedied with additional oral potassium supplements. Should not be combined with potassium-sparing diuretics or used unmonitored in severe liver disease or patients with rising blood urea.

Side effects Nausea and dizziness have been reported occasionally. Idiosyncratic reactions such as thrombocytopenia and leucopenia have occurred.

Storage Protect from heat and moisture

Packs 100 tablets (£1.33 trade)

Supply restrictions P1, S4B

Issued March 1974

STIE-LASAN 1 paste

Manufacturer Stiefel Laboratories (UK) Ltd, 825 Yeovil Road, Slough SL1 4JA

Description Paste containing dithranol 0.1 per cent, zinc oxide, corn starch in white soft paraffin with 0.3 per cent salicylic acid

Indications, etc As for Stie-Lasan 2

Packs 140g (£1.40 trade)

Issued March 1974

Prices increased

Too late for inclusion in this week's Supplement, A. H. Robins Co Ltd, Horsham, Sussex, have announced price increases, effective March 18, in certain packs of Allbee with C, Dimotane LA and expectorant and Robaxial Forte.



Cash in on the teenage market of 1953.

Everyone knows that teenage girls spend a fortune on cosmetics.

But when girls stop being teenagers it doesn't mean they stop worrying about their looks.

It's usually just the opposite. The older they get, the more they worry. Especially when they meet problems they never had before. Like wrinkles.

2nd Debut meets the demands that these new problems create.

As women get older their skin gradually loses the ability to retain the moisture that prevents lines and wrinkles.

2nd Debut replaces this moisture, causing wrinkles to fade and making skin firmer and smoother.

Throughout 1974 we'll be telling millions of women about 2nd Debut. We'll do it with a

year long campaign of full page ads in the magazines that post-teenage women read.

Magazines like Woman's Weekly and Family Circle, each with a circulation of over a million. And others like Woman and Home, My Weekly, and Woman's Journal.

They'll all be carrying a message of real interest to the teenagers of 1953. And 1943. And even 1963.

So if you've ever been impressed by the size of the teenage market, just think how many generations of ex-teenagers there are in the market for 2nd Debut.



Dendron Ltd.

94 Rickmansworth Road,
Watford, Herts. WD1 7JJ.
Tel: Watford 29251.

Trade News

Wellcome distribute Clic-Loc

The new Clic-Loc "child-resistant" cap for bottles containing tablets and other medicines is now being offered by the Wellcome Consumer Division, Crewe Hall, Crewe, Cheshire, as part of their Certor range. The Clic-Loc can only be opened by pressing down firmly and twisting at the same time (*C&D*, December 1, 1973).

"Although no specific extra payment can be allowed for Clic-Loc within the existing container allowance," says Mr J. J. Ottolini, general manager, "the parent does not really care will not object to paying one or two new pence for the cap."

Clic-Loc, a trade mark of Owens-Illinois in the United States, is supplied to the Wellcome Consumer division by U G Closures and Plastics Ltd, the licensee.

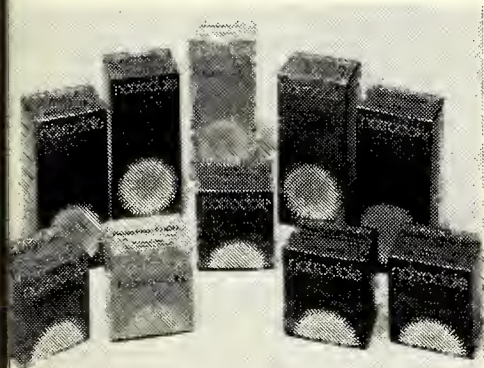
Clic-Loc passed the US government tests for safety closures and conforms to the latest British Standard on resistance to opening by children.

Newman Labelling Machines Ltd, Queens Road, Barnet, Herts sell automatic capping machines which, they claim, can handle Clic-Loc closures. The Newman automatic capping machine model AC has been introduced into the USA four years ago and has been handling Clic-Loc closures for the past two years. The company say the machine needs no change of parts for differing bottle sizes and can be readily changed from Clic-Loc to standard closure operation.

Rodale repackaged

New packaging has been introduced by I. Rodale & Co Ltd, Chestnut Close, Potten End, Berkhamsted, Herts, for their Rodale range of natural food and vitamin supplements.

The products are to be re-launched at Selfex '74, the Health Foods Exhibition, Finsbury Centre, London, March 17-19. The plastic triangular packs have been



replaced by Hermetet cartons, with a lining material of paper lined with polyethylene. Some tablets are strip packed in orange cellulose paper and placed in unlined cartons. The main vitamin and mineral products are coded in 6 colours.



Day-Long is exhibited

Day-Long, the new roll-on antiperspirant deodorant from Reckitt & Colman Toiletries division, Sunnysdale, Derby DE2 9GG, is being introduced to the public at the Ideal Home Exhibition this month. The 42cc (£0.37) and 28cc (£0.29½) deodorant are on show in the bathroom of the *Evening News* show house and it is estimated that they will be seen by one million visitors to the exhibition.

One of the features of Day-Long is the large-size roll-ball and housing which gives a more even flow and stops the roll-ball sticking during application. The deodorant is said to have a fast drying action and "three times as much active ingredient per cc as aerosols."

A £250,000 advertising campaign is planned for the launch period, estimated to reach about 16 million people. The advertising is supported by consumer money-off promotions and a range of display material. Refills are planned for later in the year.

Now there are ten

Cutex are extending their successful Shaded Strong Nail series. To the original four colours they are adding six more in "stronger" colours (£0.45). Four are "pearlised", they are blackcurrant frost, redcurrant frost, russet frost and white frost.

The creme shades are prawn and prune juice (£0.45).

An attractive display unit containing six of each of the new shades and three each of the original shades, is now available from Chesebrough-Ponds Ltd, Victoria Road, Willesden, London NW10 6NA.

Kodak predict good year, but . . .

Kodak Ltd are forecasting that total 1974 spending by the public on photography will match last year. "This means another good summer season ahead, but without the annual growth we have enjoyed for many years."

This optimism is being backed with an extensive advertising and promotional programme. The spearhead will be heavy television advertising in all regions, from April through to July, featuring Pocket Instamatic cameras and Kodacolor film.

However, Kodak are concerned about

supplies because of shortages of plastic moulding powders, steel and the other raw materials. They doubt their ability to meet the demand for Kodak 126 cameras and, in order to maximise production, are to discontinue the Instamatic 28 and 36 cameras. This will permit concentration on the Instamatic 56X, 155X and 255X. Materials shortages may also cause Pocket Instamatic supplies to be interrupted. At this stage major problems in film manufacture are not expected. "However, it seems wise to suggest that dealers keep stocks to a moderately high level to cover any unexpected holds ups." To conserve plastic materials for camera manufacture, a switch is being made to cardboard outfit boxes.

Co-op's slimming competition

The Co-op and slimming magazine *Shape* are inviting housewives at the Co-op's 700 pharmacies and drug stores to shed their bulges in a national "Watch your weight" contest. Ten first prizes of a week at a health farm can be won by contestants who answer six questions about slimming, buy one of the six slimming aids on promotion—PLJ, Sanatogen multivitamin tablets, Complian, Saxin, Nutriplan slimmers soup and Bisco biscuits—and then give their own reasons why they think slimming is worthwhile.



Sheen relaunch

Bellair Cosmetics Ltd, New Road, Winsford Cheshire, have relaunched Sheen women's hairdressing. The product comes in new-style packaging and has been increased in content to a 30g tube (£0.19) which has a "more attractive cap".

Sucron offer

Accepted Foods Ltd, Kingston Road, Leatherhead, Surrey, have introduced a 3p off promotion on their Sucron economy size (12 oz) to chemists. The offer will be easily recognisable to the consumer by the emblazoned reduction price on the pack. The offer will last until stocks run out. Major advertising spaces for Sucron have been booked in national newspapers.

Hexachlorophane removed

Hexachlorophane has been removed from all grades of Brasivol and Zeasorb powder, manufactured by Stiefel Laboratories (UK) Ltd, 825 Yeovil Road, Slough SL1 4JA.

Continued on p 298



POLAROID

Why our sun will be shining this summer.

The new Polaroid Sun will be shining out everywhere this summer when we start telling your customers what it stands for. Polaroid quality sunglasses that eliminate up to 99% of reflected glare. Up to 96% of ultraviolet light. And come in a range of fashionable styles.

We'll be telling them with a major television campaign reaching 36 million people, anything up to 24 times each; with three brand new commercials.

But that's not all. We'll have big colour pages in magazines like TV Times, Weekend and the Sunday Times Magazine, to reach another 25 million people.

So your customers can hardly help seeing our sun. And as it keeps on shining, your sales will be climbing all summer long. Make sure of your stocks now.

Polaroid Sunglasses 

Trade News

Continued from p 295

Odol goes into Beecham range

Following their acquisition of the Lingner Group in Germany the Beecham Group have announced that sales and distribution of Odol Mouthwash in the UK will be transferred from the present agents, Carter-Wallace, to Beecham Proprietaries, Beecham House, Great West Road, Brentford, Middlesex.

Odol Mouthwash will be included on the Beecham proprietary medicine price list and supplies of the 45-cc and 85-cc sizes will be available shortly.

Simple Soap promotion

Albion Soap Co Ltd, 8 Wood Lane, Isleworth, Middlesex, are to increase their advertising for Simple Soap by 50 per cent this year. Full-page colour advertisements are to appear in women's magazines including *Good Housekeeping*, *Honey* and *Cosmopolitan*, plus black and white advertisements in such magazines as *Woman*, *Woman's Realm*, and *Woman & Home*.

Summer shades

Four shades have been added to the creamy lipstick range from Rimmel International Ltd, 17 Cavendish Square, London W1M 0HE. The summer shades are touch of honey, orange ice, sweet coral, and coral in gold. They come in either the push-up case (£0.15), or the twist-up type (£0.26).

Bisks display material

New point of sale material available from Bisks uses "luminous" orange and the slogan "Bisks work". Representatives of Fisons Pharmaceutical Division, 12 Derby Road, Loughborough, Leics, will supply shelf strips, shelf wobblers, special offer cards, dump bins, window stickers, different price stickers and reduced price discs.

Rosy-toned lipsticks

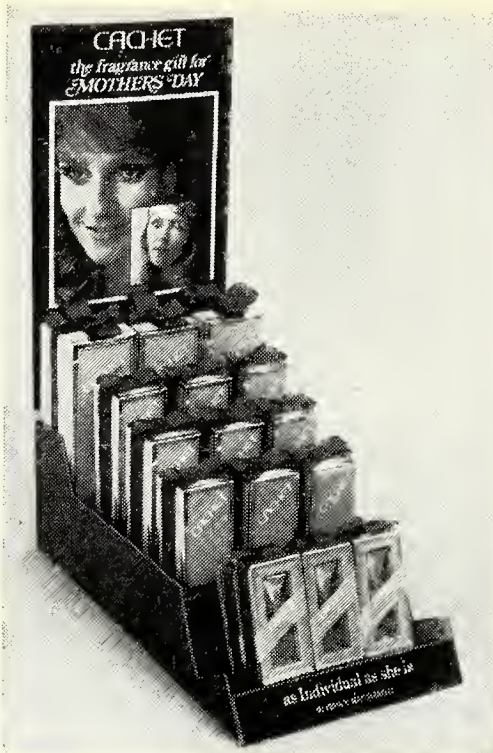
Three lipsticks have been added by Innox (England) Ltd, Innox House, 436 Essex Road, London N1 3PL, to their Jewelfast lipstick range. The three "rosy-toned" lipsticks (£0.33) are rose pink, dusty rose, and red rose, and will be available for sale in April.

Dendron advertising campaign

Full-page advertisements, aimed at the post-teenage woman, are being featured by Dendron Ltd, 94 Rickmansworth Road, Watford, Herts, for 2nd Debut moisturiser. The advertisements are to appear in such magazines as *Woman's Weekly*, *Family Circle*, and *Woman and Home*.

Father's Day stickers

The Menswear Association of Britain have an extensive selection of display items for retailers to promote Father's Day on June 16. Based on the Father's Day symbol, the range includes door stickers, showcards, posters, friezes, price cards and multi-usage stickers. Details from Father's Day Promotion, Box 462, Unique House, Eccleston Road, London W13 0RH.



Easter display units

Prince Matchabelli, Victoria Road, London NW10, have produced eye-catching display units for Cachet and Windsong perfumes to promote gift buying for Mother's Day and Easter. The silver and taupe containers hold the 1-oz Cologne, the purse perfume and 4-oz shaker talc

of Cachet — all ribboned in brown. The Windsong container holds the 1-oz Cologne, 1.3-oz perfume mist, and 4-oz shaker talc—ribboned in green.

on TV next week

Ln — London; M — Midland; Lc — Lancashire; Y — Yorkshire; Sc — Scotland; WW — Wales; and West; So — South; NE — North-east; A — Anglia; U — Ulster; We — Westward; B — Border; G — Grampian; E — Eireann; CI — Channel Islands.

Anadin: All areas

Askit: Sc

Aspro Effervescent: Ln

Close-Up: All areas except A, We

Crest toothpaste: Y

Head & Shoulders: B

Harmony shampoo: All areas

Oil of Ulay: U, B

Pears Lasting Care: Lc, Y, Cc, NE, A, U, B, G

SR: All areas

Signal: All areas

Sunsilk hairspray: All areas

Tegrin: Y, NE

'Special benefits' for Polaroid stockists

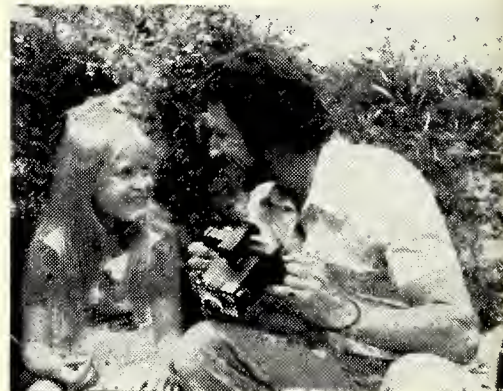
Polaroid camera stockists committing themselves to buy the same quantities as in January-June 1973 are offered special benefits under a merchandising scheme currently being presented by Polaroid representatives. Benefits include extended credit, a "generous" advertising allowance and a period in which dealers can take unlimited demonstration pictures at Polaroid's expense.

The scheme involves the Super Swinger, Square Shooter 2, Colorpack 80/82, and 100, plus Super Swinger and Square Shooter 2 gift sets, and placement of the qualifying order for phased delivery in March and April will provide full settlement discount for payment in the third month following date of invoice. A stockist's local advertising allowance is calculated from a base value per camera type (Super Swinger is 5p, for example) which is multiplied by various factors—up to five—depending on the media and size of advertisement selected. The allowances are additional to the free films offered to offset costs in specific monthly promotions.

Films replaced free

Qualifying stockists may also select a period of eight consecutive weeks in which Polaroid will replace without charge all films used in demonstrating their cameras (a year-round "Tab plan" to offset part of demonstration costs is already available).

Polaroid UK Ltd, Rosanne House, Welwyn Garden City, Herts, have also announced a record 40 per cent boost to their advertising campaign. By mid-July it will have totalled almost £350,000. The



A still from Polaroid's TV advertisement

largest part of the appropriation will go on network television, majoring on the Square Shooter 2. It will feature in the 1973 "ship" commercial that increased camera sales by almost 80 per cent on 1972. The spring campaign uses two new 30-second commercials with minimum of 20 peak time spots between mid-April and mid-July.

The Super Swinger will be highlighted in a national newspaper campaign of 29 large space monochrome advertisements reaching an estimated 65 per cent of the camera's prime buyers. The media list includes the *Daily Express*, *Mail*, *Sun* and *TV Times*. The *Reader's Digest*, *Sunday Times* and *Sunday Telegraph* magazines are on the colour schedule in May and June.

Currently, Polaroid are involved in a "lower profile" campaign to identify the practical uses of instant picture cameras to businessmen.

Volumatic Security Products



Volumatic Cash Carrying Cases

When snatched from the carrier, sounds an ear piercing audible alarm and sends off clouds of dense orange smoke. The cash is stained and made useless to the thief and the carrier is protected by a year's free insurance. It's a foolproof way to carry cash. Available in three sizes.



Volumatic Emergency Alarm

A multi-purpose portable audible alarm for floor or wall mounting; gives immediate 'press to sound' and 'press to silence' operation with ear piercing signal. Foot or hand operated.

Volumatic Shoplifters Bright deterrent orange signs for hanging in retail sales areas. Each sign carries powerful anti-pilferage slogan on either side. A sure way of deterring the casual and impulse pilferer. Low in cost.

**SHOPLIFTING
IS AN OFFENCE
WE ALWAYS PROSECUTE**

All Volumatic security products are manufactured under stringent quality control and research is being conducted into the improvement of existing products and development of new products, particularly in the retail security field. We are always happy to discuss specific security projects with customers. All Volumatic products are backed by a one year written guarantee and a free deterrent notice issued with all retail security products.

Solve your security problems now – send for literature today. Cut out this advertisement, attach it to your letter heading and return it to us or just write.

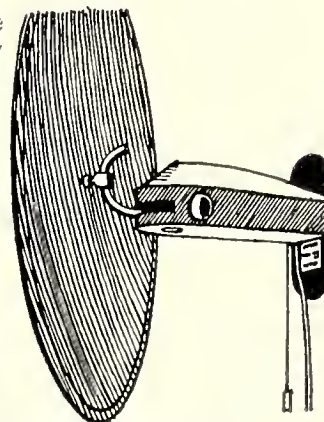
If you feel your store has special security problems, please don't hesitate to write or phone – our advice is freely available.

Volumatic Limited – leaders in retail security



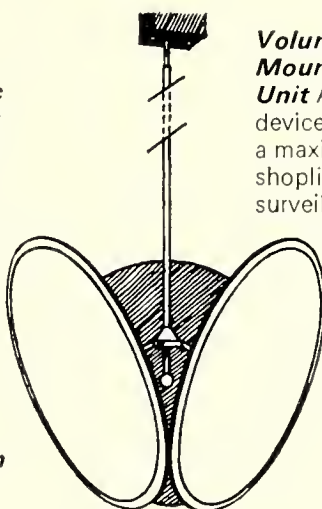
Volumatic Limited
Dept CD
Taurus House
Kingfield Road
Coventry CV6 5AS England
Telephone (0203) 84217/8/9

Volumatic Security Scanning Arm The ultimate shoplifting deterrent, an electrically driven arm onto which convex mirrors can be mounted. Moves the mirror in a 120 degree sweep every 20 seconds. The mirror's movement maximises the deterrent of the convex mirror and gives added surveillance. Neat, modern and highly effective.



Volumatic Ceiling Mounted Deterrent Unit

A new security device designed to provide a maximum deterrent to shoplifters by constant movement of multi-angle surveillance mirrors.



A ceiling mounted arm on which are mounted three convex mirrors is driven in a circular motion by an electric motor. Can be fixed either to conventional or suspended ceilings. All the mirrors and the suspension tube in bright Volumatic deterrent orange. A fraction of the cost of similar products.

Volumatic Anti-Pilferage Mirrors

Volumatic new generation circular convex mirrors with a bright orange 'halo' trim are the most effective low cost method of pilferage control; three diameter sizes 16 in., 24 in. and 34 in.; tough glass fibre backing makes them virtually unbreakable.

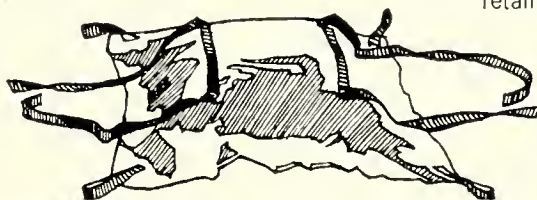
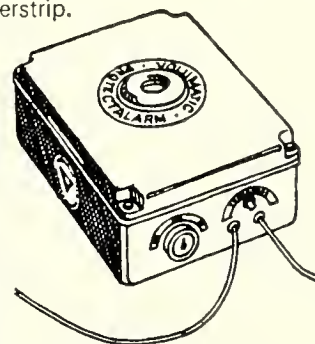
For tight corners, the Volumatic Slimview mirror is the answer. Oblong in shape it measures 24 in. wide by 16 in. deep. Bright Volumatic orange trim for added deterrent effect.

Volumatic Two-Way Observation Mirrors give discreet surveillance of high pilferage risk areas.

Available clear and indistinguishable from ordinary mirrors, or with Venetian silverstrip.



Volumatic Protectalarm An entirely new, battery operated loop alarm system that provides an unbeatable method of preventing the theft of merchandise on open display. Requires no maintenance and running costs are virtually nil. Supplied with coaxial cable that cannot be bridged. Automatic re-setting of alarm. Powerful audible signal. Applications in all types of non-food retailing.



Volumatic Bomb Blanket

Designed to contain the blast from expedient (home made) bombs. Gives 16 sq. ft. coverage. Already in use by department stores and some public utilities. Designed to be placed over the bomb until disposal experts arrive.

Volumatic Protectachain Chrome finished neat, flexible ball-link chain for securing goods on open display. Very low in cost. Case studies show it can totally eliminate pilferage.

made to make you profit

A MAN AND HIS PHARMACY

Employees' champion takes a 'rest'

After nine years on the Pharmaceutical Society's Council, William Arthur Beanland has decided to "rest". Thus after the May election his will be one of the two familiar faces that will be missing from the Council Chamber.

What makes a pharmacist give up a big slice of his working time and, indeed, leisure time each month to represent members of the Society on its Council, especially when two-thirds of the membership never trouble to vote? Although realising that there can be no explanation common to all Council members *C&D* recently put the inquiry to Mr Beanland. In his case, he replied, it was necessary to go back to the years immediately after the 1939-45 war, to find the answer.

When he came out of the services he naturally returned to his previous employers, Boots Ltd, and to Kent where he had worked in the period between qualifying and being called up. Becoming somewhat unhappy in company pharmacy he decided to move out and obtained several managerships in independent pharmacies in the same county. That was during the 1950's and it was perhaps then that he began thinking of the unrepresented state of the employee-pharmacist.

"I felt strongly that while the NPU was looking after the interests of the employers there was no comparable umbrella for the employee." He lost no opportunity to

advance his views in the local NPU branch when he was secretary and in the Society's branch in which he was a committee member for a number of years and eventually chairman. No doubt due in part to his efforts, the NPU set up an associate membership for employees to join and Mr Beanland became its president before it was merged into the Salaried Pharmacists Union.

"In retrospect I believe that all attempts to unite retail pharmacist employees are bound to be abortive. The majority have had little cause for complaint about their salaries in the post-war years. It is paradoxical that most of the push for grouping the employees has come from employers and not themselves", he declares.

Another point he feels strongly about is the ready availability of qualified cover for the supermarket type of store, the owners of which are non-pharmacists and in which only a small section is set aside for pharmacy.

Employee turns employer

As a champion of the employee, what made him turn employer? "Expediency", he says. He required a bigger platform to put forward his views and decided to stand for the Society's Council in 1965. Being successful at the first attempt he duly travelled up to town on three days each month to attend the meetings. Such



Mr Beanland in his dispensary

regular absence from the pharmacy caused understandable problems and he decided to become his own employer so that he would not have to ask for time off—always provided locums were available, of course.

As a Yorkshireman—he was born in Bradford and qualified from there in 1941—his footsteps turned in the direction of the "North" when looking for a business to purchase. "The asking price was much lower than in the South-east at the time and that was important." He finally settled on the one in which he still practises. It is in Lancashire and although the wearer of the white rose, Mr Beanland agrees he has now after eight-and-a-half years been accepted into the fold of the red rose.

The pharmacy is at Rossendale, at least that is the postal address, but try to find it in the motorists' guide books or even Encyclopaedia Britannica and you will be unlucky. It is actually on the main road between Bury and Burnley but even at 30mph the motorist might easily pass through the place without knowing. Any signposts, if they ever existed, have been removed as if expecting an invasion from a hostile army.

The pharmacy itself has been established for many years, and is a typical "community" pharmacy set in the centre of a suburban district and reasonably close to the surgeries of three doctors. There are no other pharmacies other than in the nearby towns of Burnley and Rawtenstall. As is the case with many long-established suburban pharmacies, the premises, not being custom-built, do not lend themselves to easy conversion in line with modern trends.

What of Mr Beanland's business? Something of the order of 80 per cent of turnover is accounted for by NHS dispensing. That might be professionally satisfying but there are dangers in relying so heavily on prescriptions and Mr Beanland appreciates the situation. For instance, he points to the increasing popularity of health centres. If all the doctors in the town should decide to go into a centre to practise they might well be far enough away to cause a dramatic fall in the numbers of prescrip-



Showcards of special offers are absent from displays in the shop

ons being presented for dispensing. Then again when the Government decided to increase the levy the numbers dropped by 25 per cent and even now they are still down by 15 per cent.

Despite those forebodings, Mr Beanland has carried out a considerable amount of modernisation to the "front shop". Gone are the dark-wood fittings, the high counters, the bays of gilt-labelled drawers. Instead, there is now light-wood open adjustable shelving and pelmet lighting. Uncompromising in his attitude to both self-service and self-selection of otc medicines, the medicines counter is retained and customers must ask for medicines and be served with them from behind the counter. It is not possible for customers to serve themselves — all medicines are out of reach, either behind glass or on shelves behind the counter, with the more potent preparations kept in the dispensary.

The present method of display and sell at many pharmacies, he believes, is making it hard to substantiate the pharmacist's bill for a short general sale list. "The consumer associations argue that when otc medicines are bought in a pharmacy the sale is usually made through the intermediary of a girl assistant. If we are to have the monopoly of medicine sales then we must do the job the right way round. There is no good saying 'Pay us properly and we will then act responsibly'. Let us be

seen first to be giving the necessary supervision over sales."

At the same time, because of the points mentioned above, a major structural alteration designed to open up the dispensary and bring it within full view of patients (and patients within full view of the dispensing pharmacist) has been postponed until the actual situation is clarified. The present position, in which the sales area takes up about half the total ground floor area, and is completely separate to the dispensary, with a staircase down to the cellar between the two, continues.

Mr Beanland's uncompromising attitude extends to window displays. The NPU plastic twin-carboy and pregnancy testing plaque are permanently displayed, together with a few seasonal medicinal items to indicate the professional nature of the business. But there are never any medicines promotions. The main displays are of baby requisites, toiletries, and hygiene products. Because of the artisan nature of the district, no cosmetic agencies are held. When he acquired the business, there was, as with many Northern pharmacies, a wines and spirits section, but this offended against Mr Beanland's ethical principles and was quickly discarded.

Also absent from either of the shop's two windows or from displays inside are showcards of special offers such as those

provided by Care — his opposition to the scheme is well enough known not to need any elaboration here.

And what of the future? Mr Beanland is convinced that in ten years time NHS prescriptions will be dispensed in many fewer outlets. The Government having taken over the registration of pharmacies could easily reduce the number of outlets for NHS dispensing.

The vast majority of prescriptions might be made up at larger centres with the pharmacists being employees of the State. He believes, provided that a fully comprehensive pharmaceutical service is given in all cases so that pharmacies do not degenerate into mere State dispensaries, that considerably fewer pharmacies having a minimum of two pharmacists per outlet could give a superb service with increased benefit to public and pharmacists alike. However welcome to some, and unwelcome to others, it is a picture that could easily materialise.

Mr Beanland's final comment, concerning his decision not to contest the Council election this year was "Nine consecutive years should be enough for anyone. After this length of time I need a rest from Council; I am sure Council and the electorate need a rest from me". As to whether the "rest" was to be permanent, or whether he would re-emerge fighting in 1975, he remained non-committal.

Open Shop

by E. C. Tenner

VAT — not so taxing!

It is almost a year since we were inflicted with value added tax, the most radical change in taxation since the introduction of purchase tax. When I wrote on this subject prior to its introduction I enumerated certain misgivings concerning increased prices brought about solely by the addition of VAT, such as BP or BPC preparations sold over the counter, surgical dressings, etc. In my experience these misgivings were unfounded, for I have not found customers questioning these increases and therefore apparently accepting them. Perhaps all of us have been conditioned and indoctrinated to expect increased prices. In fact, increases due solely to VAT pale into insignificance when compared with the swingeing increases we have experienced these past few months.

I have also been pleasantly surprised at the speed the Customs and Excise have credited my monthly claims. This has certainly applied when the figures submitted have been accepted by the computer. But alas there are long delays before errors are rectified. Last July, I was in dispute over the findings of the VAT office on one month's figures. This, of course, was immediately challenged. The

error was not rectified until January of this year. However, I look for a continuance of speedy settlements, errors and omissions excepted. I wonder whether other pharmacists have enjoyed or suffered similar treatment.

I am now convinced that VAT is a much better method of taxation than purchase tax, but I do not like the extra work involved and being an unpaid tax collector. VAT is certainly fairer to the retailer than purchase tax for it always annoyed me that tax paid was lost when breakage or theft of goods occurred or goods became unsaleable.

I only hope that with the advent of a new Government faced with a difficult economic position which might result in an increase of taxation, rates of VAT will fall or, at the worst, varying rates of tax on different classes of goods. Can we chequer. This can cause difficult calculations or, at the worst, varying rates of tax on different classes of goods. Can we expect politicians or civil service financial wizards to appreciate these problems?

It is only a year since we had a massive repricing exercise, admittedly made easier by the excellent *Chemist & Druggist* Price List, and now we are experiencing an

ever growing number of price increases. Can we ever look for a period of price stability? I wonder! I would certainly like to think so.

All traders are experiencing a most difficult time and retail pharmacy is no exception. I think it is the most difficult time since the war. In fact to me conditions are more difficult than those six dark years. We coped with inevitable shortages. Preparations were reformulated, quota systems were introduced. We knew what to expect, we knew what was in short supply. Once a quota was sold we had to wait for the next. But now we do not know what will be in short supply for each week. We see on our delivery notes these ominous letters M.C.S. or O.S.

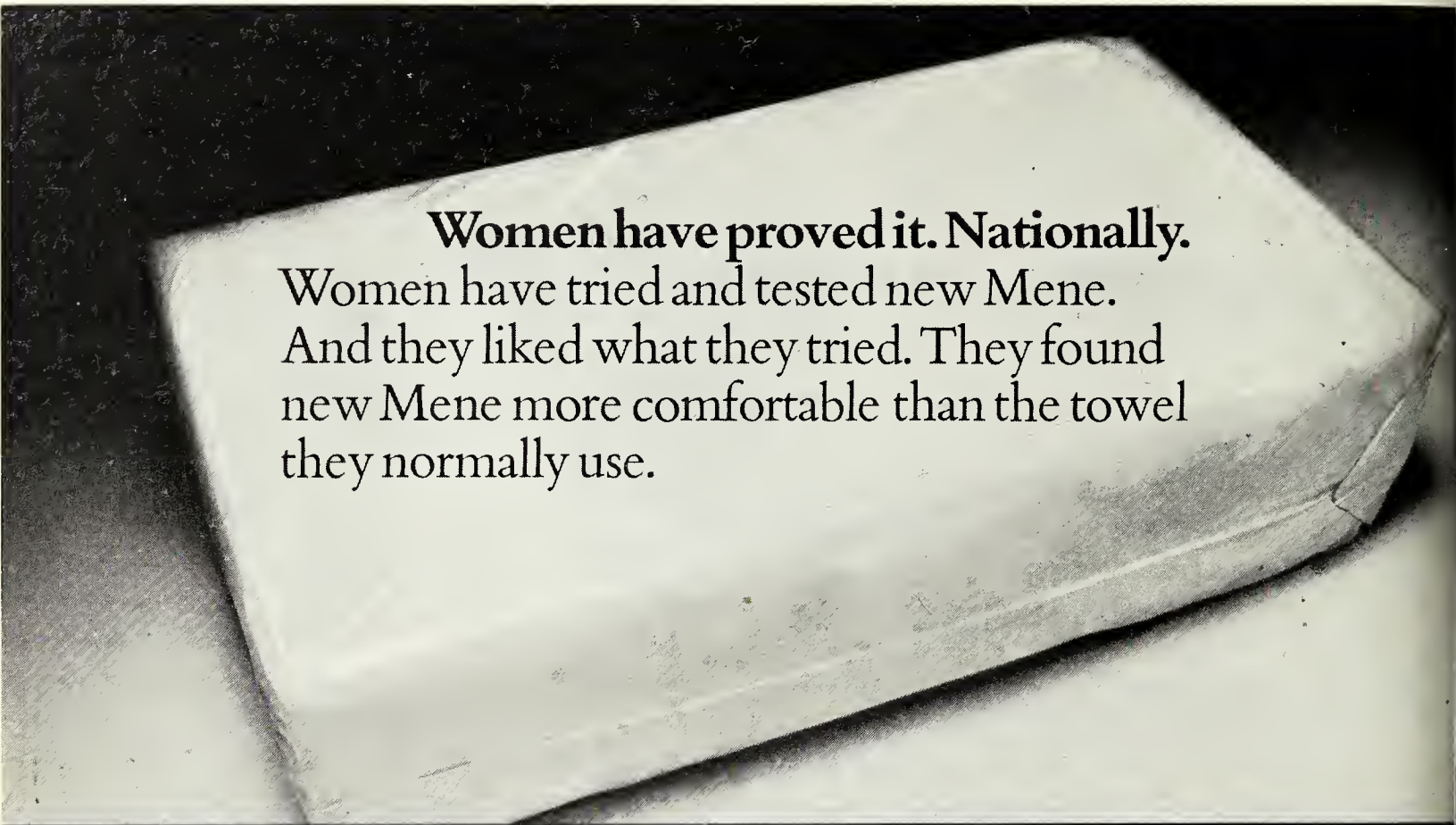
Casualties

I cannot remember during the war years ever being short of bottles and containers, nor ever refusing a prescription because a product was unobtainable. Today I am concerned when receiving a prescription for a preparation not normally stocked whether it is available or will it be another of the casualties. I unpack wholesalers' orders with bated breath. Will I find alongside the entry of this special prescription item the dreaded letters M.C.S. or O.S.? You cannot expect the patient to understand.

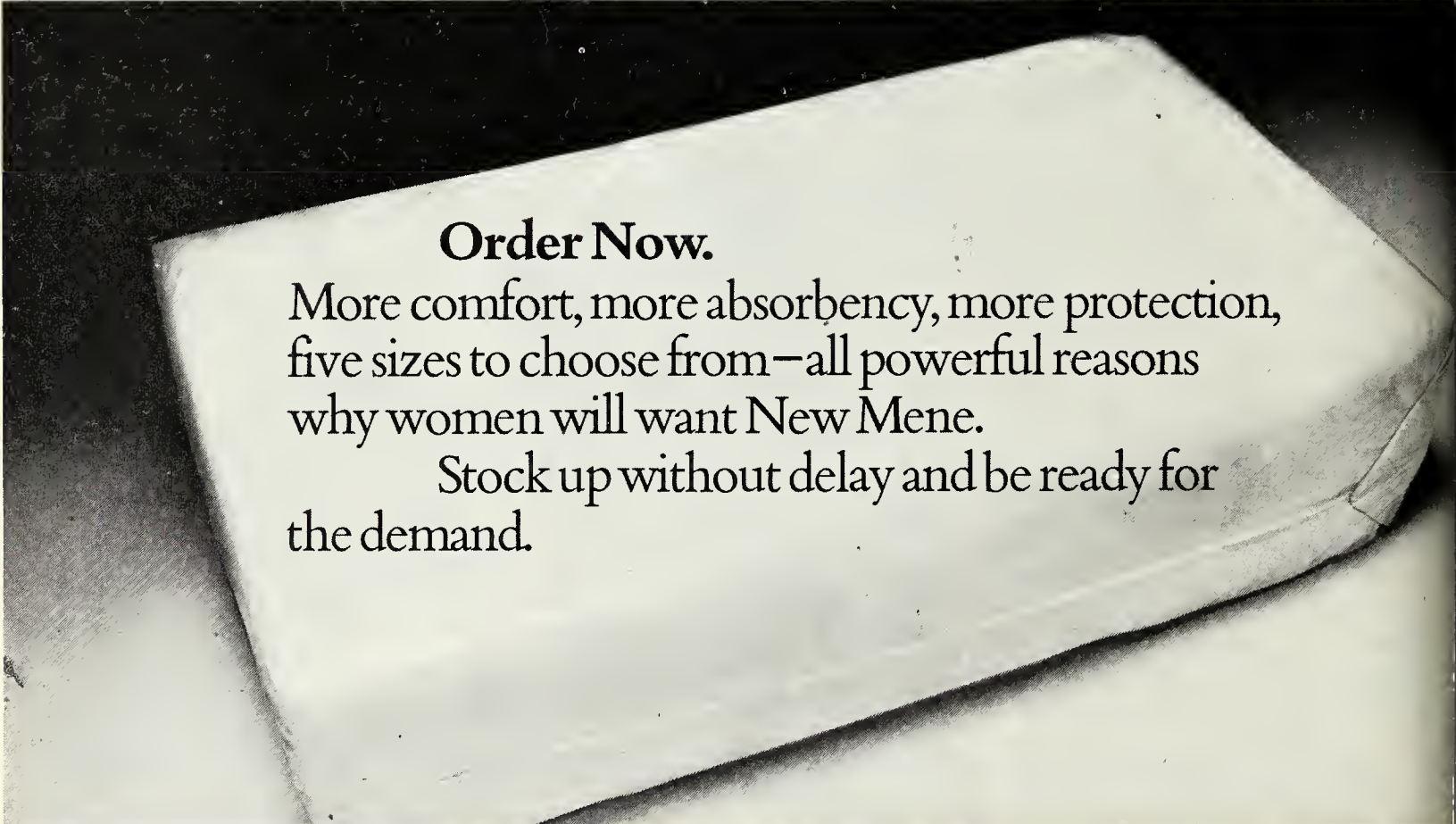
However, I must pay tribute to my wholesalers on their excellent service and the frequency of deliveries during these difficult times with fuel and lighting restrictions. I wonder how long all these deliveries can be maintained with the larger increases in petrol prices, but I am sure with organisation and foresight we shall be able to cope and give an efficient pharmaceutical service.

New

It makes other feminine towe



Women have proved it. Nationally.
Women have tried and tested new Mene.
And they liked what they tried. They found
new Mene more comfortable than the towel
they normally use.



Order Now.
More comfort, more absorbency, more protection,
five sizes to choose from—all powerful reasons
why women will want New Mene.

Stock up without delay and be ready for
the demand.

Mene.

Feel a little less comfortable.

National Advertising to boost sales.

New Mene will be advertised with great impact in colour in specially selected magazines. In fact, 3 out of every 4 women in the market will read why they should change to new Mene.



Robinsons OF CHESTERFIELD



New Mene. New comfort in feminine towels.



Original photograph circa 1920

This could have been Gladys Pearson's last picture

Fifty-five years ago Gladys Pearson was diagnosed as a diabetic. Gladys was condemned to a life of almost impossibly rigid diet, with many spells of hospitalisation. The outlook for Miss Pearson was bleak.

But in 1921 Banting and Best made a discovery of tremendous importance: they demonstrated the vital role of insulin.

Soon after this discovery Burroughs Wellcome commenced manufacture of the essential hormone in the UK. Consequently, Gladys and other diabetics were soon able to benefit from this breakthrough. Except for brief non-insulin periods of treatment in the early days, Miss Pearson

has been prescribed Wellcome* Insulins since they were first manufactured.

The use of crystalline insulin was pioneered by Wellcome whose considerable pharmaceutical experience, expertise and extensive production facilities have contributed fully to the comprehensive range of insulins that are the lifeline of diabetics today.



(Recent photograph)

Wellcome Insulins

Full information about WELLCOME Insulin is available on request.



Wellcome

*Trade Mark

Wellcome Medical Division,
The Wellcome Foundation Limited,
Berkhamsted, Herts.





Sunbrella shades better

In 1974, there's one make of sunglasses you'll be seeing all over the country: Sunbrella.

What's more, you won't be alone.

Because 20,000,000 other people (69% of all adults in the U.K.) will be seeing them too—featured in 3 colour commercials on Thames, Anglia, Harlech, Scotland, Granada, Southern, Border, Westward, Midlands, Trident (Tyne Tees & Yorkshire), Channel & Ulster television.

That should give you some idea of the scope of Sunbrella advertising for 1974.

To give you some idea of the Sunbrella range, it contains over **120** different models! Covers every fashion, male and female. And provides every kind of lens: impact resisting, photo-change, polarising, Zeiss umbrals, CR39 (the kind used by moon astronauts).

We'll also supply you, free, with a choice of wire stands, highlighter stands & showcards. Plus special displays for the new Emerson Fittipaldi and Amy ranges.

Shades better?

Anyone can see they are.

Sunbrella

For a comprehensive catalogue plus all details of display material ask your Jacquelle representative, or else contact us direct:

Jacquelle Sales
Kitty Brewster Estate, Blyth, Northumberland
Tel. no: Blyth 2596

Professional News

Pharmaceutical Society of Great Britain

Rural area dispensing to be raised again with Department

The question of dispensing in rural areas is to be raised with the new Secretary of State for Social Services as soon as possible, the Council of The Pharmaceutical Society of Great Britain was told at its March meeting.

The General Practice subcommittee is also urging that an immediate standstill be imposed on the transfer of patients from prescribing to dispensing lists as an interim measure.

The Council is also to make further representations to the Association of the British Pharmaceutical Industry concerning the supply of small packs of galenical preparations to obviate unnecessary stock holding by general practice pharmacies. The ABPI, in its reply to earlier representations, had concentrated on the cost of such packs, but it had been made clear in the Society's letter that that was not the main point at issue. It was decided that further representations should be made to the ABPI emphasising that price was not the factor considered by the Council to be most important, and that the provision of smaller packs would be of great benefit to pharmacists in general practice.

The Council is to make further representations to the Health Education Council concerning naming of drugs in media reports about drug abuse and suggesting that the HEC might approach the Newspaper Publishers Association on the matter.

The General Practice subcommittee, after considering the general principles of the sale of foods and other goods at maternity and child health clinics, agreed that the time appeared to be opportune to begin discussions with the Department of Health on the question.

Self-service

The Council accepted the recommendation of the Practice Committee that all merchandising techniques which involved a customer being able to select a medicine from a display should be prohibited. In the Council's view, the merchandising technique of self-service should not be applied to the sale of medicinal products, and it is convinced that it is not in the interests of members of the public for merchandising methods to be used which encourage them to buy medicines they do not require or more of a particular medicine than they need.

The opinion of the Council as it applies to pharmacies was stated in a letter sent to all pharmacists in October 1969.

When the General Sale Lists Committee was established by the Medicines Commission the Society urged the Committee that self-service of medicines should not be permitted in any retail outlet. The Medicines Commission "thought that such a recommendation might prove difficult to

enforce equitably and that all they could do was to ensure that the products recommended for inclusion in the lists were reasonably safe". Accordingly, the Commission made no recommendation about restricting or prohibiting self-service as a technique in the sales of medicinal products.

After considering a report of further discussions with the General Sale Lists Committee, the Council decided to inform the Medicines Commission that it would support a proposal that all sales techniques which gave the public direct access to medicinal products should be prohibited by regulations under the Medicines Act 1968 — the regulations applying equally to all premises in which medicines were sold to the public. The display of medicines would then continue to be permitted, provided the public did not have direct access to them. The Council is convinced that the banning of self-service and self-selection in the sale of medicines would be in the overall interests of the public and would provide a clear indication of the difference between medicinal products and ordinary articles of commerce.

The Practice Committee continued its discussions on the possible registration of pharmacy technicians and decided that it would be appropriate to prepare a policy document on the subject with a view to it

being considered by the Council. It was emphasised that even if the Council considered that registration of pharmacy technicians by some specially constituted body would be in the interests of the profession, no action other than holding discussions with other bodies would be taken until the matter had been discussed at a general meeting of members of the Society.

Representatives of the Society and the National Pharmaceutical Union Executive Committee are to meet to discuss the use of the title "chemist" in advertising.

It was reported to the Council that work commenced on the building of the new headquarters at Lambeth on February 25.

The Council agreed to a recommendation of the President that the following should be appointed to the ninth Statutory Committee for a period of five years from July 4, 1974: Mr E. A. Brocklehurst, Mr C. G. Drummond, Mr H. G. Moss, Mr D. E. Sparshott, Mr B. J. Thomas.

The three regional pharmacist members of the working party on postgraduate education have been named as follows: Mr G. Calder, Mr E. Fitchett and Mrs J. E. Tinegate. It is hoped that the working party will meet for the first time in March.

The profession in USA

Dr W. S. Apple (executive director of the American Pharmaceutical Association) has accepted the Council's invitation to address the British Pharmaceutical Conference in Nottingham. He will speak on "Principal developments in pharmacy in the USA".

Also present at the Council meeting were Mr R. J. Semple (president of the Pharmaceutical Society of Ireland); Mr J. G. Coleman (registrar and clerk to the Council of the Pharmaceutical Society of Ireland); Mr B. Jones (Rhanbarth de Cymru) and Miss I. F. A. Lewis (North Western region).

A second chance for contract limitation?

The possibility that the Labour Government will make changes to the NHS Reorganisation Act may offer a new opportunity for the question of planned distribution of pharmacies to be raised again.

Mr J. Ferguson, an assistant secretary to the Pharmaceutical Society, told the Royal Society of Health pharmaceutical group on Monday that Labour had wished to see more local government representation at area and regional level, when the Bill was before Parliament. At that time, the "political climate" had not been right for the Government to accept the desired control on contracts in health centre areas, but if Mrs Castle tabled a new amending Bill, it would enable the battle to be joined again.

Position strengthened

Although planned distribution had been a "failure", Mr Ferguson claimed that pharmacy's position had been greatly strengthened between the first Green Paper and the Act. Points won included the independence of pharmaceutical officers, their right to attend meetings, and their direct access to their authorities.

The failure to achieve separation of the

posts of Noel Hall area pharmacist and area pharmaceutical officer was regretted because there could not be the same level of expertise available on general practice pharmacy as there would be on hospital pharmacy. It was not sufficient to have a "consultative committee" — someone on the staff had to be available to advise, and pressure was still being applied to achieve this representation.

Mr Ferguson saw many potential areas of co-operation between general practice and hospital pharmacy, but warned that persuasion of the general practice pharmacist that this was an advance for him and for the public depended upon the personalities of those in regional and area posts. "The professional bodies can only set the framework in the law of the land and hope that pharmacists given responsibility will seek to raise the status of the profession."

Fife cancellation

The informal dance arranged by Fife Branch of the Pharmaceutical Society for Friday, March 15, has been cancelled.

Containers by Beatson



The Medical

Beatson, Clark & Co. Ltd.,
Rotherham, Yorkshire S60 2AA
Telephone: 0709 79141
Telex: 54329



Beatson Clark



Company News

Substantial tie-up between L'Oreal and Nestle

L'Oreal of Paris have announced a major link-up with Nestle Alimendana, under which the Swiss company will gain a 49 per cent interest in a holding company which in turn will have a majority stake in L'Oreal.

Mme Andre Bettencourt, the daughter of the French company's founder is to take over her 51 per cent interest in L'Oreal to a new holding company, of which initially she will have outright ownership. At a subsequent stage Nestle will acquire 49 per cent by a share exchange, leaving Mme Bettencourt the largest single shareholder in Nestle with around 5 per cent of its capital.

L'Oreal's profits in 1972 were £9m. The deal which will have to be approved by the French Minister for Finance provides for L'Oreal's president (M. F. Dalle) joining Nestle's board and Nestle's president Mr Pierre Liotard-Vogt will become a director of L'Oreal.

Merck of Darmstadt accused of overcharging

Merck, of Darmstadt, Germany, are being accused by the Federal Cartel Office of grossly overcharging for their vitamin B₁₂ preparations. In Switzerland, the prices are one-third or even less than those charged by Merck and even in West Germany, they are about one-third in some cases, it is alleged.

Merck claims that its market share of vitamin B₁₂ has gone down lately—which is proof of considerable competition. On the other hand, the Cartel Office alleges that Merck's loss of sales has occurred largely in hospitals as a result of reaction by "price conscious and expert chemists" while in retail pharmacies where sales are by doctors' prescriptions they have remained high.

An open hearing of the case was due to take place in Berlin this week.

In its latest statement covering the first nine months of 1973, Merck reported a 2.2 per cent increase in their domestic sales and 12.3 per cent in exports. The prices of their pharmaceutical products (which comprise 60 per cent of sales) rose by only 1.4 per cent overall in 1973 and by only 7 per cent in the last five years, the report added.

Roche chief on effects of monopolies report

Up to now compulsory measures such as those enforced by the Monopolies Commission on certain Roche products had not been effected anywhere else. Docu-

mentation on prices had been called for in West Germany, Holland and Australia, though it was not yet known whether this would have any consequences for the company. The data had been handed in but no answer yet received.

This was reported by Dr A. Jann, president of F. Hoffmann La Roche in the Zurich paper *Finanz und Wirtschaft*.

Writing on the company's financial prospects Dr Jann states that turnover and profits in terms of Swiss francs last year stagnated due to currency changes. Had the balance been drawn up in dollars instead of Swiss francs he said, both would have risen by about 20 per cent in 1973. All sectors of activity developed well as a whole, though with marked differences between country and country. Certain supply bottlenecks and rises in material prices were causing some concern. However, Dr Jann indicated that this year there would be rapid progress in new fields of production without the traditional sectors being affected.

A new product expected to have a "big market" is the Roche sedative Rohypnol. Based on flunitrazepam it should be released in Switzerland at the end of the year.

He also stated that three further products were at registration stage in Switzerland which also had a "large potential market and which could, together with Rohypnol, compensate for any fall in the tranquiliser sector". No further details were divulged.

Hoechst profits rise

Farbwerke Hoechst AG increased their domestic profits by 31 per cent to Dm 795 m in 1973.

Net profits available for dividend distribution rose by DM70m to DM296m.

The results of the international group have not yet been evaluated but are, according to the report published, also expected to show "encouraging developments."

Briefly

Steeley Co Ltd had a trading surplus of £15.38m in 1973 (against £10.39m in 1972) from external sales of £113.31m (£73.13m). Profit after tax was £5.51m (£3.82m).

Bremner-White Ltd are moving to larger premises at Throckley Industrial Estate, Ponteland Road, Throckley, Newcastle-upon-Tyne NE15 9ES on March 18. Telephone: 0632-672311.

Greeff-Chemicals Holdings Ltd have been informed by Croda International Ltd that following the recent purchase of a further 180,000 Ordinary Greeff shares Croda is now beneficially interested in 1,620,000 Ordinary shares equivalent to 14.3 per cent of the issued ordinary capital.



Mr Barry Britland-Jones, sales manager of Industrial Pharmaceuticals Ltd, of Sale, Ches — who gained the Distributive Training Award to wholesaling and retailing firms (see C&D, February 2, p 106) — receiving the company's certificate from actress Peggy Mount

Appointments

Eli Lilly & Co Ltd's purchasing manager, Mr A. L. James, is to take early retirement in April. His successor will be Mr R. Riley, BSc.

Rankolor: David Hart has been appointed group sales controller at Rankolor—the new name for the group previously trading as Top Rank Film Processing.

Thomas Kerfoot & Co Ltd have appointed Mr G. S. Nall their representative for Oxfordshire, Berkshire and Buckinghamshire following the retirement of Mr C. Endersley after 20 years' service in the company.

Mr R. M. Timson, BPharm, MPS, Dip Appl Pharmacol, will take up the post of area pharmacist for central and north Nottinghamshire, based at Kings Mill Hospital, Mansfield, on May 1. Mr Timson is at present principal pharmacist at Derbyshire Royal Infirmary.

CIBA-Geigy (UK) Ltd: Mr R. H. Wilson has been appointed to the board and becomes executive director (plastics and additives divisions). Mr E. Zangger, head of regional services, Switzerland, also joins the board of the UK company succeeding Dr H. B. Knuchel, who has recently been appointed managing director of CIBA-Geigy (Canada).

Imperial Chemical Industries Ltd: Dr D. C. Moore has been appointed the Academic Relations Adviser for ICI in succession to Dr T. I. Williams, who retires on March 31. Dr Moore will be responsible for all ICI's corporate liaison with universities and polytechnics, and will extend the original remit held by Dr Williams by increasing contact with universities on the Continent.

Jeyes UK Ltd have appointed Mr P. Hodgson, CA their managing director. Mr Hodgson, 36, joined Jeyes as an accountant in January 1964, and two years later was promoted financial director of the then Jeyes Parozone Sales Ltd; the following year also being appointed to a similar role at Jeyes Overseas Ltd. In 1970 he became financial director of Jeyes UK and of Jeyes Belfast, appointments he retained until his latest promotion to managing director.

Market News

RUNAWAY PRICES

London, March 13: Seldom, if ever, can the commodity markets have had such a hectic period pricewise as that experienced in the past week. Practically all essential oils and a good number of crude drugs are dearer. Chinese and Brazilian menthol prices leaped ahead particularly Brazilian which was quoted at £18.00 kg against £13.50 last week. Brazilian ipecacuanha also moved up for the second week in succession. Dearest also were Curacao aloes, ginger, styrax, cardamoms, cassia *lignea*, nux vomica, and cochineal. Because of the floating pound it is particularly difficult to give market prices for honey. Troubles in Grenada have affected supplies of nutmeg; a range of East Indian, however, was quoted.

In sympathy with menthol, *arvensis* peppermint oil rose substantially with spot Brazilian quoted at £8.30 kg against £6.20 last week; Chinese was at £9.00 and American *piperata* about £19.00. Mysore sandalwood oil unobtainable for several months was quoted at £80.00 kg; a year ago it was at £14.00. Most of the other essential oils are also higher, petit-grain being an exception.

Among pharmaceutical chemicals, mercury salts, cream of tartar and aminophylline were marked up.

Pharmaceutical chemicals

Acetomenaphthone: 100-kg lots £0.64½ kg.
Adrenaline: (per g) Synthetic, 1-kg lots £0.09 500-g £0.10; acid tartrate £0.075 and £0.80 for similar quantities.
Aloin: 50-kg lots £9 kg.
Aminacrine hydrochloride: £33.50 kg.
Amylobarbitone: 50-kg £4.00 kg; sodium £4.55.
Ascorbic acid: £6.00 kg; 5-kg £5.00 kg; sodium ascorbate, plus 8p; silicone-coated, plus 25p kg.
Borax: BP grades, 2-4ton lots per metric ton, in paper bags delivered—granular £95; crystals £126; powder £103; extra fine powder £108. Technical grades less £26 per ton for British materials; less £10 for imported.
Boric acid: BP grade per metric ton in 2-4ton lots—granular £127; crystals £178; powder £103; extra-fine powder £108 in paper bags, carriage paid. Technical is £26 per 1,000 kg less than BP grades for British material; less £10 for imports.

Bromides: Crystals (£ per metric ton).

	50 kg	250 kg	ton
Ammonium	512.00	487.00	457.00
Potassium*	462.00	437.00	427.00
Sodium	456.00	431.00	421.00

*Powder plus £24 per ton.
Butabarbital: 50-kg £5.65; sodium £6.35 per kg.
Butobarbitone: £5.40-kg for 50-kg lots.
Calciferol: £380 per kg.
Calcium pantothenate: £5.50 kg; £4.00 kg.
Carotene: Suspension 20 per cent £28.50 kg.
Cocaine: Alkaloid £222 kg; hydrochloride £202.75. Subject to DDA Regulations.
Cyanocobalamin: £1.00 per g.
Cyclobarbitone: £4.40 kg; calcium £0.40.
Hydroxocobalamin: £3.00 per g.
Iodides: (per kg) Ammonium £4.35 (50-kg) potassium £2.31 (50-kg); £2.29 (250-kg); sodium £2.96 (50-kg).
Iodine: Chilean crude £2.08½ per kg; resublimed £3.07 in 50-kilo lots.
Mercury salts: Per kg in 50-kg lots; ammoniated powder £6.05; oxides—yellow £6.90 and red £7.15 perchloride £5.00; subchloride £6.35. Iodide £6.55 kg for 25-kg.
Methyl phenobarbitone: £5.55 kg for 25-kg lots.
Narcotine: Alkaloid and hydrochloride in 25-kg lots £15 kg.
Nicotinamide: (per kg) £4.00; 5-kg £3.00.
Nicotinic acid: (per kg) 1-kg £3.80; £2.80 in 5-kg lots.
Pentobarbitone: 50-kg lots £5.20 kg for acid and £5.50 for sodium.
Phenitone: 25-kg lots £4.24 kg.
Phenobarbitone: 50-kg lots £4.05 per kg; sodium £4.45.
Phthalylsulphathiazole: 50-kg lots £1.60 kg.
Potassium acid tartrate: Dearest. BPC £783 per metric ton in bags delivered.
Pyridoxine: £13.75 kg; £12.75 kg in 5-kg lots.
Quinalbarbitone: Sodium and acid £5.70 kg for 25-kg lots.
Riboflavin: £19.00 kg; 5-kg lots £18.00 kg.
Sodium pantothenate: (kg) £7.50; 5-kg £6.50.
Succinylsulphathiazole: 50-kg lots £2.40 kg.
Sulphacetamide sodium: BP £4.13 kg in 50 kg lots.
Sulphadiazine: 50-kg lots £4.15; micro milled plus £0.15.
Sulphaguanidine: BPC in 250-kg lots £2.13 kg.
Sulphamerazine: BP 50-kg lots £3.12½ per kg.
Sulphanilamide: 50-kg lots £1.40 kg.
Sulphaquinoxaline: Sodium, Bvet C in 50-kg lots. £4.38 per kg.
Sulphathiazole: 50-kg £1.83 kg.
Sulphamethizole: BP 50-kg lots £4.57.
Theophylline: (50 kg) Hydrate and anhydrous £2.76 kg; 100-kg £2.73;—ethylenediamine (aminophylline) £3.36 kg (50-kg) and £3.33 (100-kg).
Thiamine hydrochloride: £9.20 kg; 5-kg £8.20 kg; mononitrate £9.70 and £8.70 respectively.
Vitamin A: Oily 1 million iu per g £7.60 kg per 5-kg; dried acetate 325,000 iu per g, £6.10 kg; 500,000 iu £7.25—both in 5-kg lots.
Vitamin D₃: Powder for tableting 850,000 iu per g £25.00 kg; £24.00 kg.
Vitamin E: (per kg) 25 per cent (gel) £10.85; 50 per cent powder £8.50, acetate £12 kg; £11 for 5-kg lots.

Crude drugs

Aloes: Cape nominal; Curacao £1,050 metric ton spot.
Camphor: Powder £6.75 kg, cif.
Cardamoms: (per lb cif) Alleppy greens No. 1 £1.45; prime seeds £1.50.
Cassia: lignea, broken £1,280 metric ton, cif.
Chillies: Uganda £700 ton, cif.
Cinnamon bark: Seychelles Unquoted.
Cinnamon quills: four O's £0.46 lb.
Cochineal: Tenerife silver grey nominal; black £11.50 kg spot. Peruvian nominal.
Cocillana: Spot £700 metric ton.
Ginger: (ton) Cochín £440, cif, Sierra Leone £675, cif, Nigerian split £475, cif; peeled £700, cif.
Honey: (per ton in 6-cwt drums ex-warehouse)

Australian light amber £635, medium £625, Candian £675, Mexican £550 (all approximate).
Ipecacuanha: (kg) Costa Rican £3.45 spot; £3.10 cif. Matto Grosso £6.30 spot. Colombian £5.25 £5.10, cif.
Menthol: Brazilian £18.00 kg spot and cif. Chinese £18.15 spot; £18.00, cif.
Nutmeg: (ton, cif) East Indian 80's £1,455; 110 £1,375; bwp £1,300. Grenada not offering.
Nux vomica: £135 metric ton spot; £110, cif.
Pepper: (ion cif) Sarawak black £650; white £975.
Styrax: £2.60 kg spot; £2.50, cif.
Witchazel leaves: Spot £1.60 kg; prompt shipment £1.55, cif.
Seeds: (ton) Caraway Dutch forward £1.5, cif. Celery: Indian £375, cif. Coriander: Morocco £103, cif. Cumin: Nominal. Dill Indian £19, cif. Fennel: Chinese £335, Indian £350, cif. Fenugreek: £153, cif. Mustard: English £320-£340 spot.
Turmeric: Madras finger £295 ton, cif.
Waxes: Bees' and Candellilla nominal, Carnauba fatty grey spot £1,700 ton; £1,610, cif; prim yellow £2,150; £2,040, cif.

Essential and expressed oils

Amber: Rectified £0.29 kg spot.
Anise: Spot £30.00 kg; £26.50, cif.
Bay: West Indian about £14.00 kg.
Bergamot: From £12.00 kg as to grade.
Birch tar: Rectified £3.50 kg.
Bois de rose: Shipment £11.46 kg, cif.
Buchu: English distilled £265 kg.
Cade: Spanish £1.20 kg spot.
Cajuput: £1.50 kg on soot.
Camphor white: £3.00 kg spot; no shipment.
Cananga: Java £12.00 kg spot.
Caraway: Imported £18.00 kg, English £45.00.
Cardamom: English distilled £96.00 kg.
Cassia: Chinese not offering.
Cedarwood: Spot and cif £4.75 kg.
Celery: English £35.00 kg.
Cinnamon: Ceylon leaf not offering; bark, English distilled £170.00 kg.
Citronella: Ceylon £3.00 kg soot and cif.
Clove: Madagascar leaf £3.15 kg spot; £3.10 cif.
Coriander: £13.00 kg spot.
Cupez: English distilled £18.00 kg.
Dill: From £9.30 kg spot.
Eucalyptus: Chinese £8.50 kg, cif, 80-85. per cent Soanish £7.30.
Fennel: Spanish £10.00 kg nominal.
Geranium: (kg) Bourbon unquoted; Congo £14.
Ginger: English distilled £56.00 kg.
Juniper: Berry from £11.00 kg.
Lavender: French from £18.00 kg spot.
Lavender spike: £12.50 kg spot.
Lemon: Sicilian best grades from £10.00 kg soot.
Lemongrass: Spot £4.00; £4.30 kg, cif.
Lime: West Indian £8.50 kg soot.
Mandarin: £8.00 kg.
Nutmeg: (per kg) English distilled from West Indian £23.00; from E. Indian £27.00. Imported £5.70.
Olive: Soanish exports prohibited. Tunisian with drawn. Spot £1,040-£1,050 metric ton.
Palmarosa: £10.50 kg spot and cif.
Patchouli: Soot £7.00 kg; £6.75, cif.
Pennyroyal: To arrive £4.90 kg.
Pepper: English distilled ex black £55.00 kg.
Peppermint: (kg) Arvensis-Brazilian spot £8.30 kg; shipment £8.20, cif. Chinese £9.00 spot and cif. Piperata American from £19.00.
Petitgrain: £12.50 kg, cif.
Pimento: Offers withdrawn.
Rosemary: £5.65 kg, soot.
Sage: Soanish £8.80 kg soot.
Sandalwood: Mysore £80.00 kg soot.
Sassafras: Chinese £4.00 kg; Brazilian £3.00 soot.
Spearmint: Chinese £8.50 kg; American £11.00.
Thyme: Red £65/70% £8.30 kg.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press but it should be noted that in the present state of the markets quotations change frequently.

INDROFA 74

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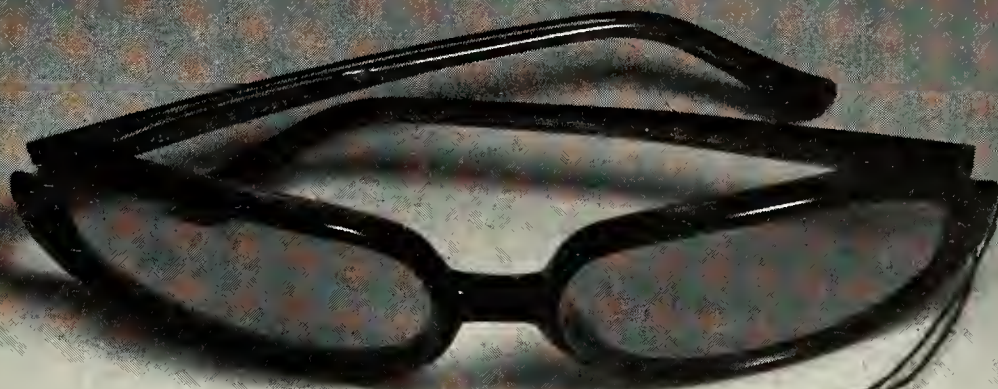
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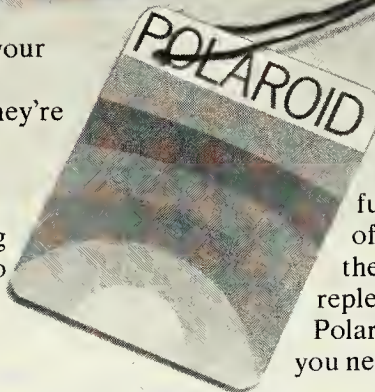


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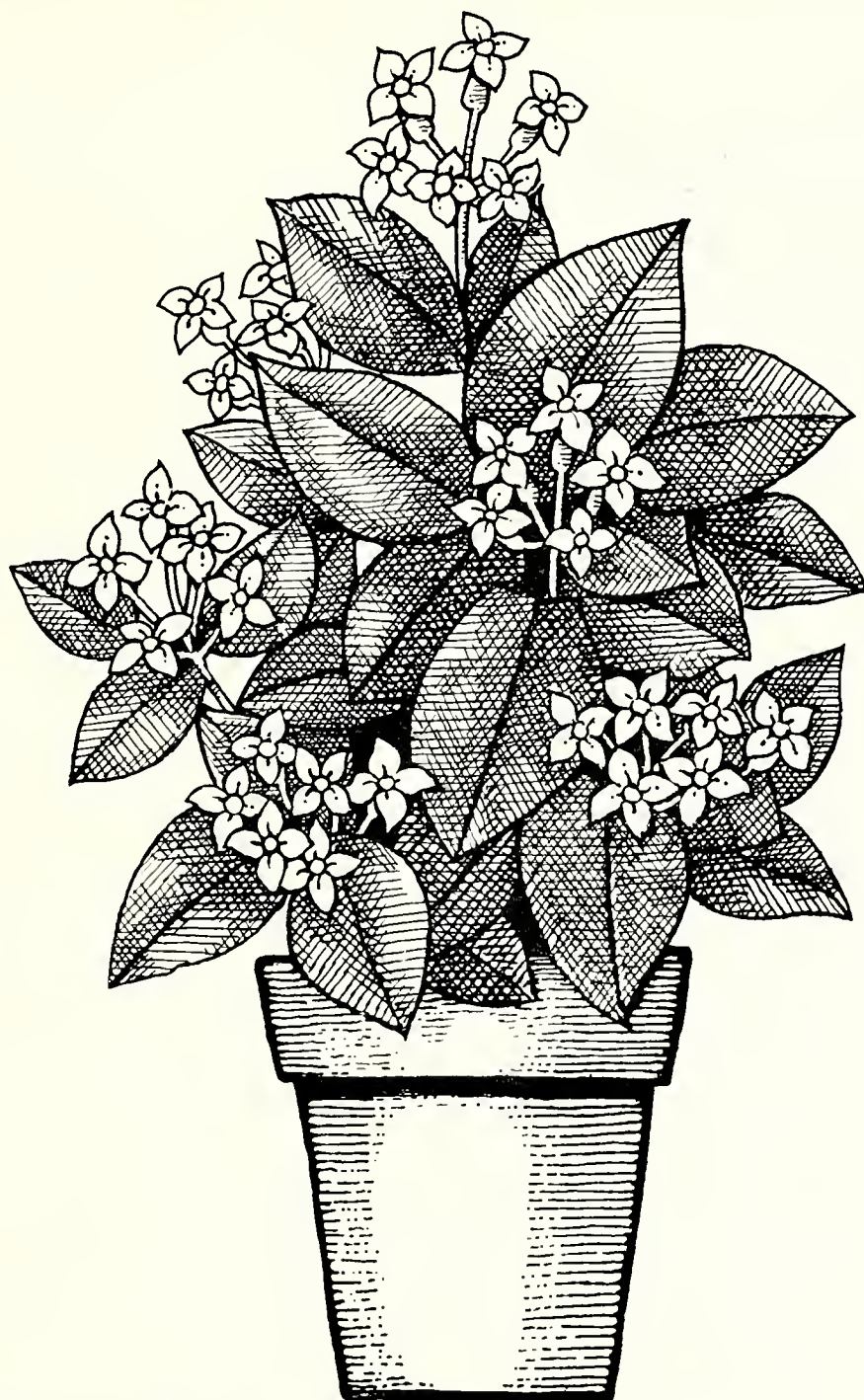
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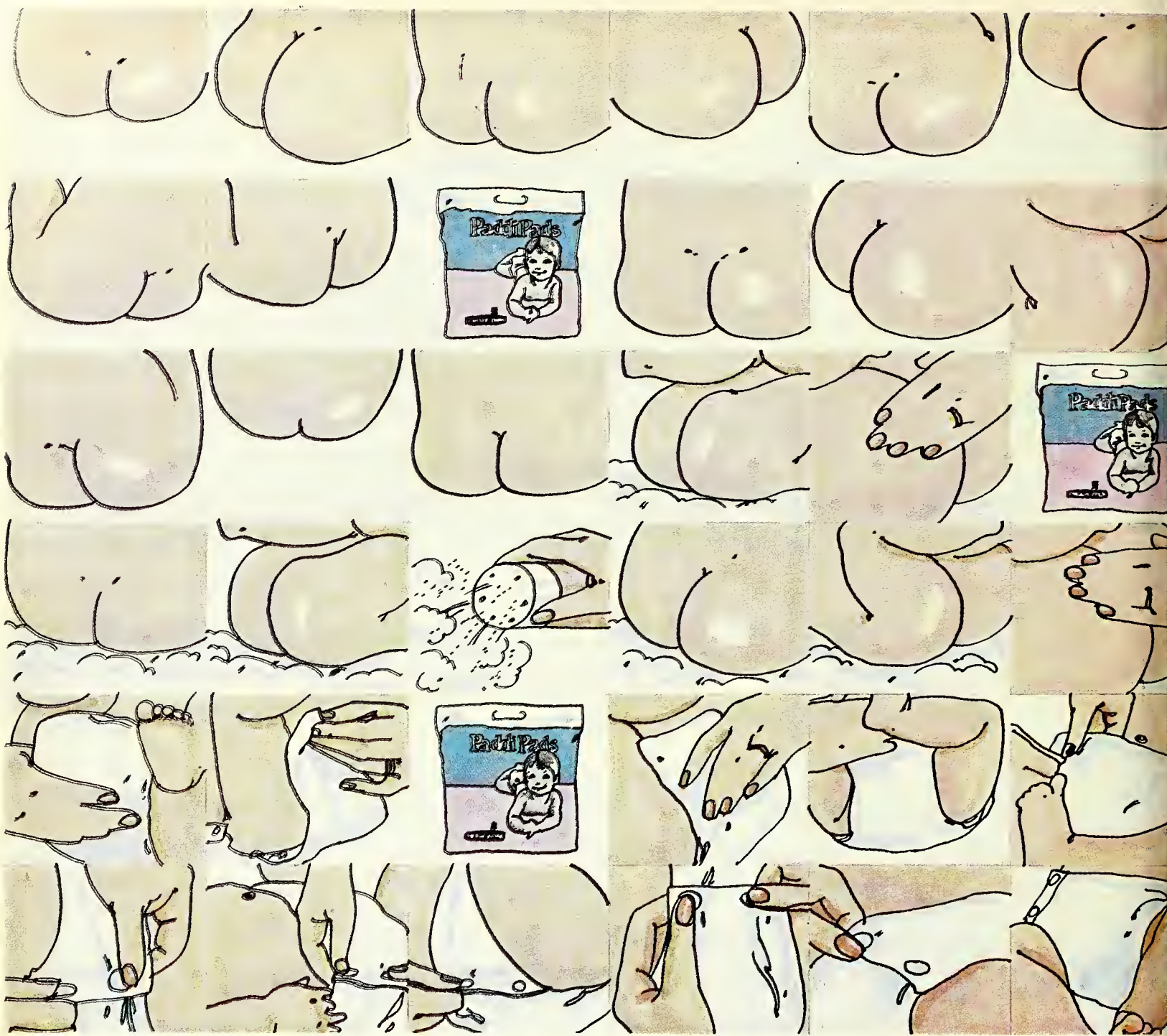
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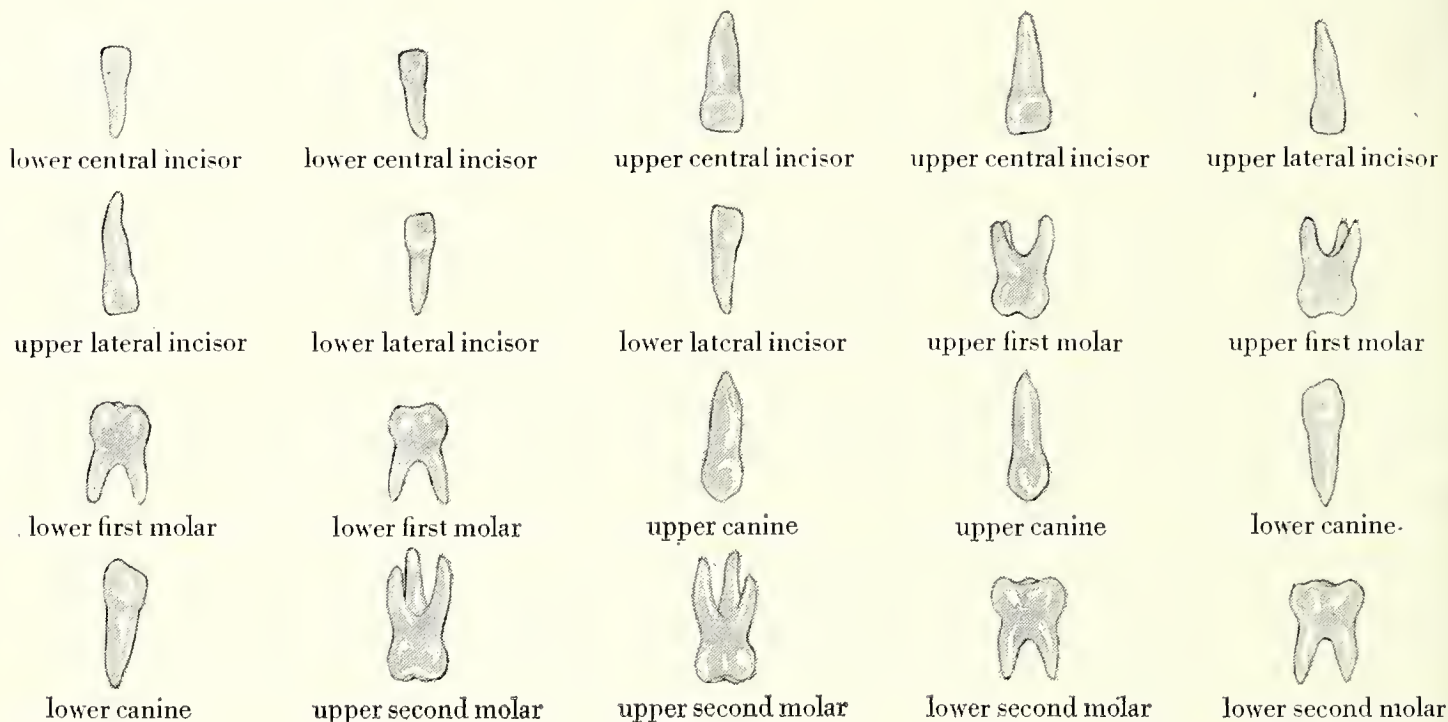
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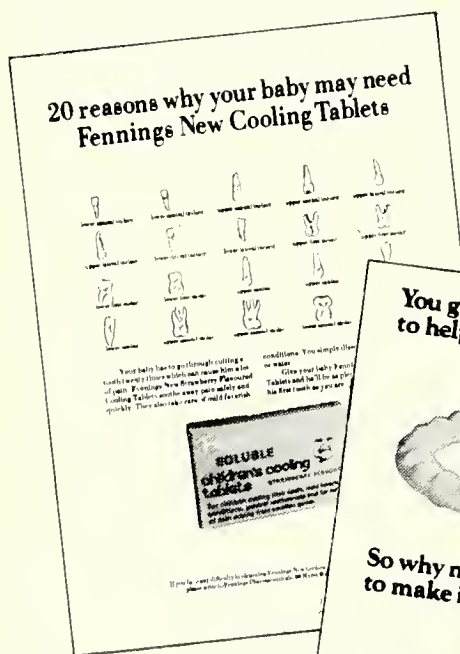


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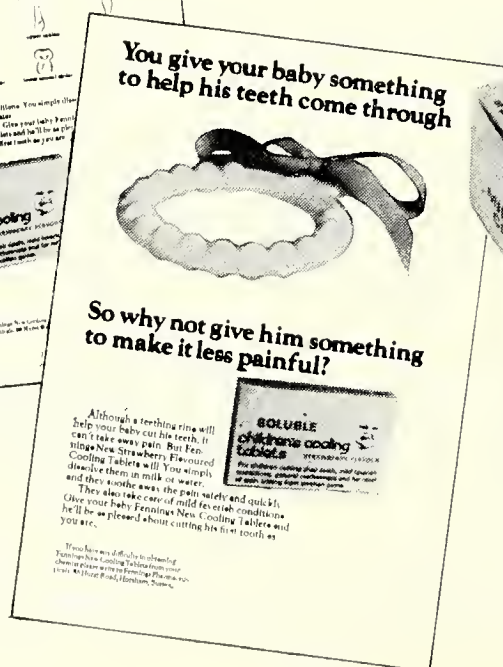
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For further information, write to Fennings Pharmaceuticals, 86 Hurst Road, Horsham, Sussex.

Babycare

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Should she eat for two? If she does, obesity may become a problem. Dr Frenkiel advises a well balanced diet with supplementary vitamins and minerals, with the calorie intake balanced to avoid excessive weight gain. She mentions drugs which should be avoided in pregnancy because of their possible teratogenic effects. 6

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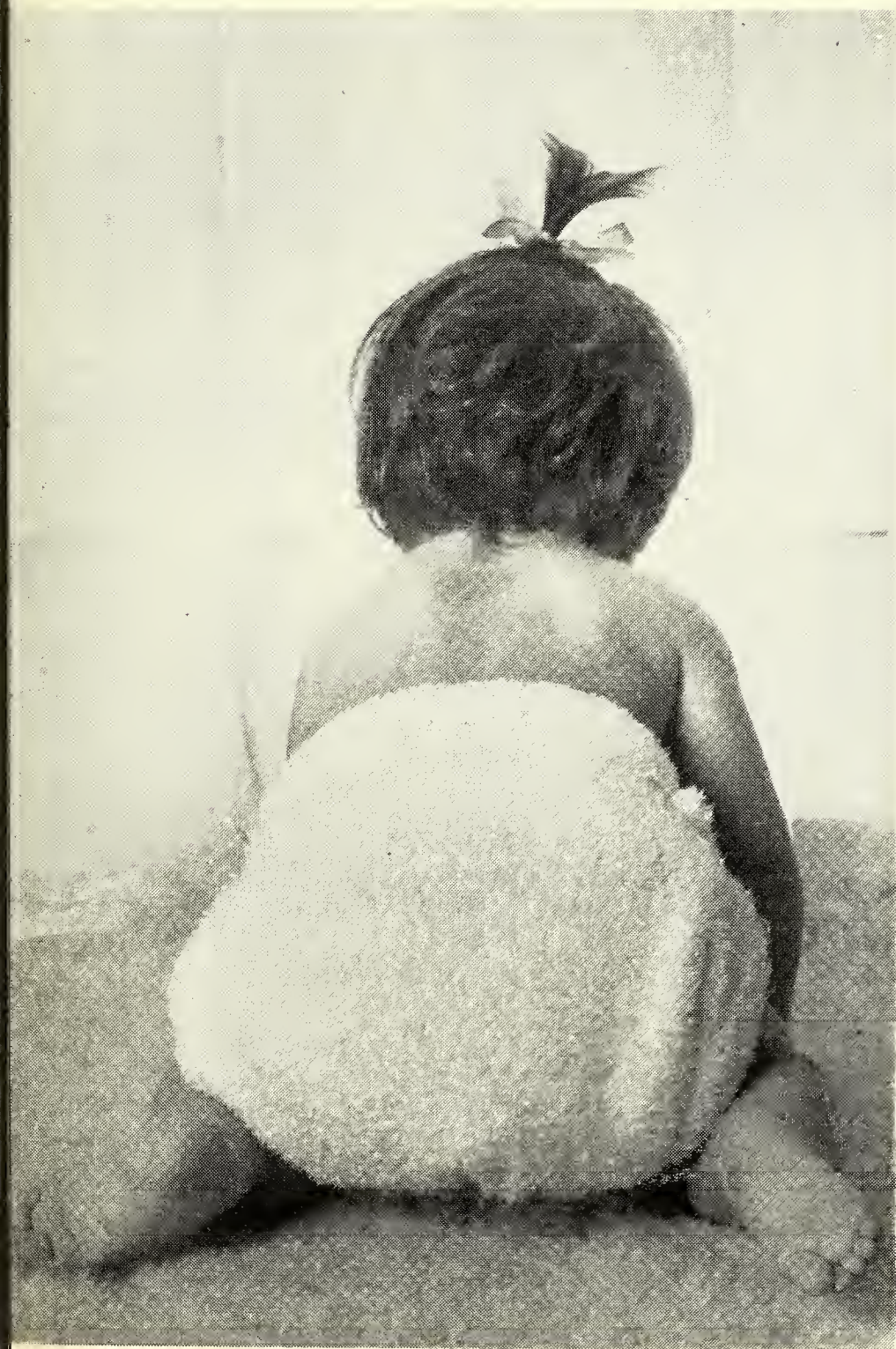
Foods designed for babies with inborn errors of metabolism are lacking in essential nutrients and could be dangerous to normal babies. The pharmacy therefore seems the ideal place for distribution of these foods. But the foods available for the treatment of phenylketonuria could lead to confusion — some are almost nutritionally complete, others are supplements, and some are only suitable for older children. 10

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Courtesy of Johnson & Johnson

Nutrition of the pregnant woman

by A. L. Frenkiel BA, MRCS, LRCP, DPH, DCH, DRCOG, MFCM



It was once held that "a pregnant woman must eat for two". The view has been strongly contested and replaced by an opinion advocating a strict dietary regime, with a bias in favour of large amounts of protein as the chief nutrient.

Today we no longer believe that rigid quantities of different foods should be prescribed, nor that an exact dietary regime is practicable.

During pregnancy extra supplies of energy are required for the mother and the developing foetus. The basal metabolic rate rises steadily during pregnancy to about 25 per cent above the usual, towards the last six weeks.

It has been calculated that the total requirements vary between 60,000-80,000 calories (these comprise the running costs of pregnancy plus the energy equivalent of the tissue in the product of conception and the uterine muscle). The figure is perhaps an overestimate because most women cut down their energy expenditure during pregnancy.

Caloric needs cannot be assessed precisely and there are great individual variations. On the average, however, 60,000 calories may be all that is needed.

The physiological dietary requirements of pregnancy are set out below. They are not in any way special, nor are there any particular foods that should be avoided.

Daily net requirement of nutrients during pregnancy

Calories 2,000-2,200 (varies with activity).
Protein 100-120g. 400 cal.-500 cal.
Carbohydrate, fats, 1,600 cal.-1,800 cal.
Calcium 1.2g.
Phosphorus 2g.
Total iron 20mg.

A correct balance between intake of calories and output of energy is necessary. The best guide is the gain in weight.

It may also be helpful to consider the social circumstances of the prospective mother. Women with young children lead an active life, while those pregnant for the first time and perhaps not working eat more, exercise less and thus tend to put on weight rapidly. The cosmetic damage and loss of youthful appearance may become a painful reality soon after delivery.

Protein

During pregnancy about 500mg of nitrogen, representing about 4,000g protein, is stored in the new tissues of the foetus, placenta and uterine muscle. At least half the protein must be derived from animal sources. Protein deficiency may cause miscarriage, growth arrest in the developing foetus and risk of perinatal mortality. The developing brain at its maximum velocity of growth requires a good supply of

nutrients and when deprived of protein becomes stunted. Deficiency of protein in the foetus may produce mental subnormality. Protein starvation is also a contributing factor in some types of anaemia. First class protein is found in fish, meat, eggs, cheese, milk and some vegetables.

Carbohydrates

Dietary advice should aim at the acceptance of a well balanced diet containing a proportion of unrefined carbohydrate found in some cereals. Unpolished brown rice, wholemeal bread, bran and high fibre starch foods will provide the base and only small amounts of sugar and its products may be permitted.

The appetite regulating mechanism seems to be affected by pregnancy. Women develop cravings for special foods but more often eat too much, depositing adipose tissue. This normally serves as a store for the future demands of lactation but as breast feeding is not popular the extra adipose tissue remains unmobilised. Thus some women become progressively more obese with each successive child.

Restriction of high calorie processed foods — sweets, chocolates and refined starch products — is advisable when the mothers' weight gain exceeds 0.5kg per week. The high fibre content foods have greater satiety value and check overeating to some extent. In addition, they regulate the transit time of digested food and when the sluggishly relaxed large bowel tends towards stasis and constipation, bran, brown bread and exercise keep the digestive residuum on the move.

Fats

Blood cholesterol rises during pregnancy in spite of the increased metabolic rate. The dangers of thrombosis and fatal embolism during pregnancy are greater when the blood cholesterol is high. The diet should contain a large proportion of non-saturated vegetable fats. The essential vitamins A, D and E are fat soluble so adequate ingestion of fats is necessary. Sunflower oil is high in unsaturated fats but corn and olive oils may be more acceptable, especially for uncooked dishes and salads.

Minerals

The calcium requirements during pregnancy are at least four times as high as those of non-pregnant women. The weight of calcium in the newborn is about 40-50g. The drain on the mother's resources may cause softening of her bones and brittleness of teeth. Babies usually succeed in getting all they need but occasionally not enough calcium is delivered across the placenta and defective calcification of teeth predisposes the child to caries. Rickets may become evident in infancy unless in-

ased amounts of calcium and vitamin D given to compensate for the ante-natal deficiency. Milk is the best source of calcium, while cheese, cereals and vegetables provide a proportion of the requirements. Mobilisation of calcium from bones depends to some extent on the relative pH of the metabolic ash (ie metabolic residues present in the organism). High protein diets tend to produce acid ash and calcium is removed from the bones to buffer blood pH. Vegetarians tend to have weaker bones in old age.

A supply of 2g of phosphorus per day meets both the demands of the growing fetus and the metabolic expense of pregnancy. This amount is easily found in the prescribed protein (100g) and in the calcium rich foods.

Most utilisable magnesium is found in vegetables.

The daily requirement of iron during pregnancy is about 20mg. Only a tenth to quarter of the iron ingested in food reaches the blood stream so iron supplements are necessary from the second trimester of pregnancy onwards. Usually 100mg of ferrous sulphate daily is sufficient but if the initial haemoglobin is low the dose is needed. Ferrous sulphate and fumarate contain 30 per cent of elemental iron, succinate 35 per cent and gluconate about 12 per cent. A pregnant

multipara seen late in pregnancy may require parenteral iron treatment, but it is important to eliminate thalassaemia and other haemoglobinopathies before giving a course of iron injections.

The deficiency of iodine in water in some areas is treated by the water board authorities. Women subjected to successive pregnancies should, nevertheless, supplement the trace element available in drinking water by iodised salt and should include sea fish in their diet.

Vitamins

Ordinary diets provide suboptimal amounts of most vitamins. During pregnancy the demand is higher and supplements are advisable.

A dose of 1,000-3,000 iu daily of vitamin A is considered safe. The complex of aneurine, riboflavine, nicotinic acid and pyridoxine is found in fresh meat and liver, but Bemax, Marmite and yeast are excellent supplements. When a tablet supplement is required 0.1mg-0.5mg of B₁ and 0.5-1mg B₂ meet the daily need. 1-2mg of nicotinamide might be helpful.

Vitamin B₁₂ and folic acid are essential for normal formation of new red blood cells. A supplement of 0.1mg folic acid daily will maintain normal folate levels and larger doses should not be given to otherwise normal pregnant women because

of the danger of producing neurological damage in cases of unsuspected pernicious anaemia. Only 0.1-0.5mg of folic acid, preferably combined with iron, should be given routinely.

The daily requirement of 50mg vitamin C is easily provided in the ordinary diet. During pregnancy vitamin C supplements are desirable as leucocyte ascorbic acid is significantly lower in pregnant women (and in those on oral contraceptives), and reaches a minimum concentration during puerperium.

The vitamin D content of most diets is negligible. A supplement of 400-800iu should be started in the second trimester of pregnancy. To prevent rapid progress of osteoporosis vitamin D should be given in much larger doses (2,000iu) to pregnant women suffering from epilepsy being treated with anti-convulsant drugs. Asian immigrants in the UK are also a vulnerable group at serious risk of vitamin D deficiency. They easily develop rickets and osteomalacia.

As a general rule, no drug should be given in pregnancy, particularly in the first trimester, unless the benefits to the patient outweigh the dangers.

Finally, one cannot overstress the case against smoking during pregnancy, as it can adversely affect the baby's growth and development.

Matrogenic or teratogenic effects of drugs

Maternal medication	Foetal or neonatal effect	Maternal medication	Foetal or neonatal effect
Analgesics		Corticosteroids	
Protein, Morphine	Neonatal death	Cortisone	Cleft palate*
Tricyclates	Neonatal bleeding		
Androgens, oestrogens and progestogens	Masculinisation and advanced bone age	Diuretics	
		Thiazide diuretics	Thrombocytopenia*
Anticoagulants		Expectorants	
Hydroxycoumarin, ethyl coumatate, sodium warfarin	Foetal death, haemorrhage	Ammonium chloride	Acidosis
		Potassium iodide	Goitre, mental retardation, cyanosis, respiratory distress
Antihistamines	Anomalies* (ie defective development), infertility*	Ganglionic blocking agents	Neonatal ileus
Antihypertensives	Stuffy nose, respiratory obstruction	Hypoglycaemics	
Reserpine		Phenformin	Lactic acidosis*
Antimalarials		Sulphonylurea derivatives	Anomalies*
Chloroquine	Retinal damage*, death*, thrombocytopenia, cochlear damage		Neonatal hypoglycaemia
Quinine		Psychoactive drugs	
Antimicrobials		Lithium carbonate	Goitre in foetus
Chloramphenicol	"Grey" syndrome, death	Meprobamate	Retarded development
Erythromycin	Liver damage*	Phenothiazines	Hyperbilirubinaemia
Neofuranol	Haemolysis	Phenobarbitone, in excess	Neonatal bleeding, death
Sodium novobiocin	Hyperbilirubinaemia		
Spectomycin group	Possible eighth nerve deafness	Vaccinations	
Sulphonamides	Kernicterus	Influenza	Increased anti-A and B titres in mothers
Tetracyclines	Inhibition of bone growth, discolouration of teeth	Smallpox	Foetal vaccinia
Antineoplastics		Rubella	Congenital malformations
Chlorambucil		Vitamins	
Methotrexate		Vitamin K analogues, in excess	Hyperbilirubinaemia
Sodium aminopterin	Anomalies, abortion		
Antithyroid agents			
Thiamazole, Thiouracil	Goitre, mental retardation, hypothyroidism		
Propylthiouracil			
Radioactive iodine			

*Evidence of foetal and/or neonatal effect is based on laboratory experiments with animals.

Drugs in human milk: their effect on the baby

by R. J. Greene, BPharm, MPS, Staff Pharmacist,
Royal Cornwall Hospital (Treliske), Truro, Cornwall

The milk of lactating mothers is a minor route of elimination of many drugs, yet there have been few reports published and even now there is little research. Pharmaceutical companies still do not generally include information on this aspect in the data supplied for new drugs. Experimentation would be difficult and costly and it could be argued that if the problem was serious there would be more impetus given to such studies. As it is, an indefinite number of mothers have been breast feeding while taking some medication — especially if non-prescription drugs are included — and there is no surfeit of adverse reaction reports.

However, there is no cause for complacency. Although it is likely that many of the effects produced are reversible and transient, as drugs become more specific, more potent and more toxic, it becomes even more necessary to safeguard against unwanted effects. The newborn are at particular risk because their defence mechanisms — gastro-intestinal enzymes, liver enzymes, the blood-brain barrier, and renal excretion are either inefficient or absent in the neo-natal period.

Three main factors influence the excretion of drugs in milk. Drugs can only appear if absorbed by the mother. Where a choice exists, ie for intestinal, local or topical disorders, a non-absorbed drug should be given to the mother. For example, for roundworms, both piperazine and vibprynium are effective, but the neurotoxic piperazine is absorbed into the

mother's blood and it may appear in the milk. Laxatives are another example (see table).

Generally, milk has a high fat content and is slightly acidic (approximately pH 6.5). Thus it will favour concentration of non-ionic or basic drugs from the blood. However, the fat content is variable and there are a number of other factors involved. Prediction of excretion patterns is not possible.

If the mother's usual routes of elimination or destruction of a drug are compromised, the serum level will rise and/or persist. There will then be a compensatory "shunt" to other routes, of which milk is one. A mother with liver or renal failure will probably have high levels of drugs in the milk.

Clinical significance

Even if we knew the exact levels in milk for all drugs, the knowledge would be insufficient to determine clinical significance. We need evidence of absorption by the baby of significant, ie pharmacological, blood levels and ultimately of clinical or toxic effects in the baby.

Thus little precise data can be given except for the few reported cases of such effects. Also, for some highly dangerous drugs, such as cytotoxic agents, the risk would be too great to warrant experimentation. To compile the accompanying table, several reviews have been abstracted. The authors usually have obtained some evidence direct from manufacturers when

available. The table should be interpreted with care for all but a few of the highly toxic drugs.

Other factors not included in the table should also be considered. Firstly, the baby will get its full share of environmental pollutants such as insecticides, traffic fumes, nicotine, and so on. Another factor is the possibility of allergens affecting the baby. If the mother is sensitive to an allergen the baby may be also, but the baby will probably be more sensitive than the mother. It must also be remembered that any creams or ointments applied to the nipple will be ingested by the baby. Finally, even though small amounts of drugs in milk may not be toxic to the baby they may make the milk bitter to taste, dissuading the baby from taking the breast.

The simplest solution would be to prevent all breast feeding by a mother taking any drug at all which would be to exaggerate the danger. Breast feeding is regarded by many as being beneficial nutritionally and psychologically for the baby and emotionally satisfying for the mother. Neither should be denied this on spurious grounds.

The decision as to whether to medicate or to feed, or both, will probably be based on the following guidelines.

Is the drug essential to the mother? Evidently long term treatment for chronic disease (anti-thyroids, anti-coagulants) cannot be interrupted and acute infection may also need medication.

If essential drugs are liable to affect the baby breast feeding will have to be foregone, possibly only temporarily. If the drug is apparently harmless, the physician may decide to "wait and see", continuing feeding but observing the infant carefully.

If the drug is inessential the choice may lie with the mother. She must decide with her physician whether the temporary discomfort of her illness warrants the discontinuation of breast feeding.

The pharmacist when selling otc medicines must warn the lactating mother of

Continued on p 10

Low or negligible risk of danger to infant

(Average or moderate doses)

Antimicrobial

Erythromycin
Metronidazole
Nalidixic acid
Nitrofurantoin
Sulphonamides

Analgesics

Dextropropoxyphene,
paracetamol, codeine in
discontinuous use only
Indomethacin

Cardiovascular system

Almost no information

Central nervous system

Alcohol—modest amounts
Nitrazepam, chloral hydrate

Appreciable risk

Aminoglycosides
(streptomycin, gentamicin, etc)
—otic, nephro-toxicity
Penicillins
(+cephalosporins?)
—sensitisation and later allergy
(NB also from penicillins in
cow's milk)
Sulphonamides
(including co-trimoxazole
—rashes

Narcotics (especially in
addicted mothers)
Salicylates
—rashes, gastro-intestinal
distress
Ergot alkaloids

Digoxin possibly a risk

Barbiturates
—respiratory depression, ataxia

Low risk

Central nervous system (continued)

Phenothiazines—quite high
doses tolerated
Phenytoin and primidone
Tricyclic antidepressants

Gastro-intestinal tract

Antacids except
Anti-diarrhoea mixtures
Bulk laxatives—eg Isogel,
Celevac
Faecal softeners—eg dioctyl
sodium sulphosuccinate

Endocrine

Oral contraception—reportedly
safe

Miscellaneous

Anti-histamine/anti-nauseant
Nicotine
—apparently harmless but
depresses milk output

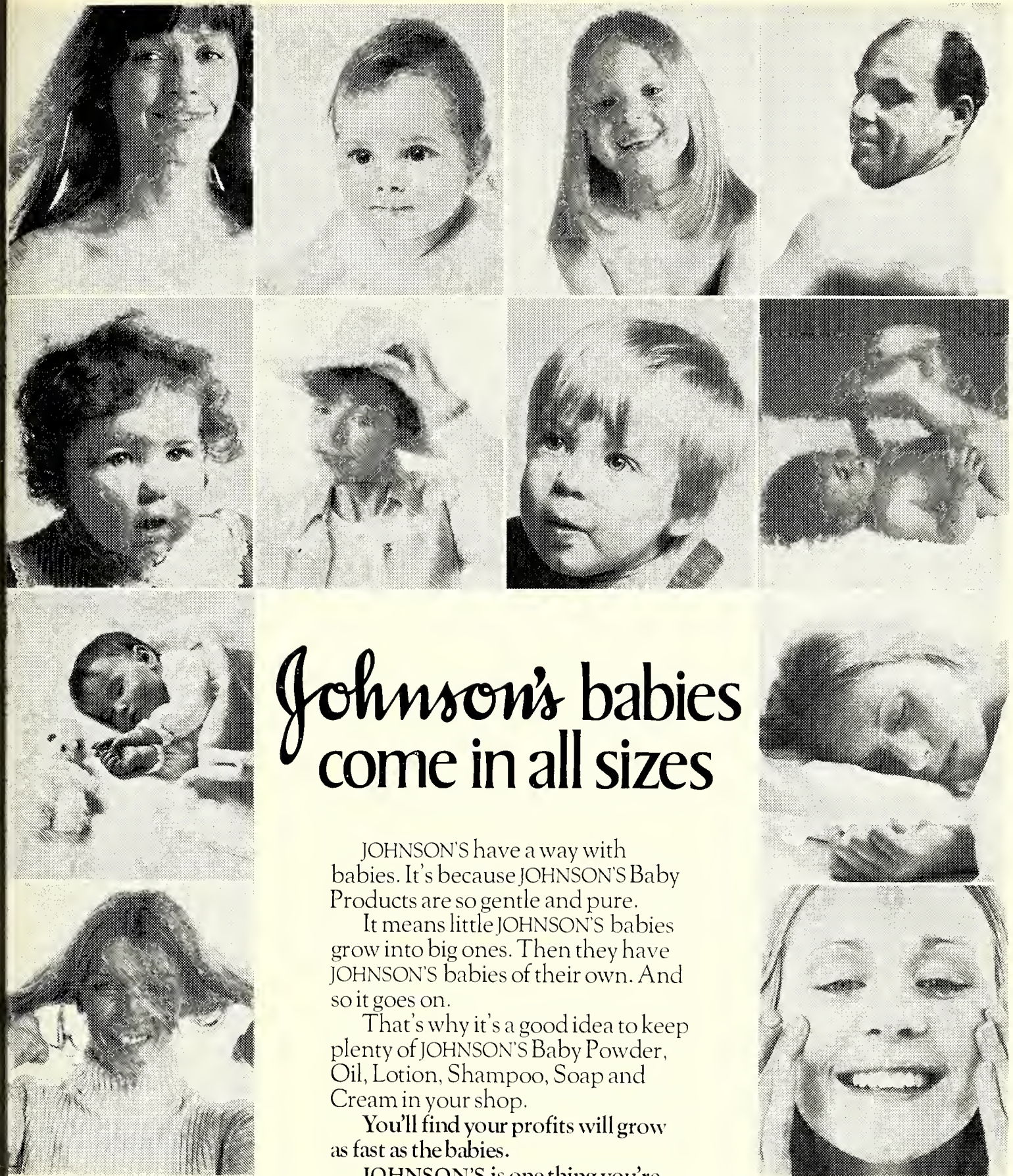
Appreciable risk

Diazepam
—sedation, bilirubinaemia
(other benzodiazepines?)
Lithium compounds
—milk has half blood level
Other anti-convulsants (?)

sodium bicarbonate
(absorbed)—alkalosis?
Stimulant and vegetable
laxatives
—neonatal hypermotility

Anti-diabetic eg tolbutamide
Anti-thyroid eg carbimazole,
thiouracil, iodides
Corticosteroids
Sex hormones

Anti-coagulants, cytotoxic/
anti-neoplastic, radiochemicals
—absolute contra-indication



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Baby food research: Which carbohydrate?

The calorie content of modified cows' milk is made to resemble breast milk by the addition of carbohydrates. In their latest baby milks — Ostermilk complete formula and Ostermilk ready to feed — Glaxo-Farley Foods chose maltodextrin as the carbohydrate supplement. In this article they explain why.

The major problems we set out to overcome when formulating the new milks were hypocalcaemia and high solute loading, brought about by the higher levels of minerals and protein in cows' milk. Ostermilk ready to feed is manufactured by standardising whole milk for fat and protein by the addition of cream, maltodextrin and water. The protein and accompanying minerals can therefore be reduced below the previous levels of Ostermilks, the fat replaced by cream, and maltodextrin added to bring the calorie content up to 70 calories per 100ml.

In theory, a number of carbohydrates could have been used to supply the extra energy.

Sucrose is one, but may encourage development of a "sweet tooth" with subsequent problems of obesity and dental caries in later life.

Glucose has a high reducing action which may decrease the stability of the food leading to unpleasant changes in the physical and chemical characteristics and loss of nutritive value. Glucose exerts a relatively high osmotic pressure in solution and might increase any tendency to vomiting or regurgitation.

Fructose suffers from similar disadvantages. It is metabolised by a different pathway so to rely on this sugar as the main source of energy would be unwise until more is known about its utilisation by the infant. The strong, sweet taste may again encourage early development of a "sweet tooth".

Starch cannot be used in more than small quantities because of its high viscosity in solution, and because of the low concentrations of alpha-amylase found in the infant gut. In the absence of this enzyme, starch is not digested and is therefore nutritionally valueless.

Maltodextrins are starch hydrolysates

produced by converting pure refined cornstarch into sugars, pro-sugars and edible dextrans. The maltodextrin added to the Ostermilks therefore contains a mixture of the stages occurring when starch is naturally digested. A variety of enzymes present in the gut complete the digestion of maltodextrin to maltose which is acted on by maltase to produce glucose. Maltodextrins have a high molecular weight and do not exert a great osmotic pressure, so there is less likelihood of gastric distension.

They are slowly absorbed and may satisfy the babies' hunger for longer. Clinical trials have shown a flat blood glucose curve in infants. This property may lead to less frequent feeds, reducing

the risk of overfeeding and possibly minimising night feeding at an earlier age.

By feeding a milk containing lactose and maltodextrin, no single digestive pathway or enzyme is overloaded. Lactose is digested by lactase which is one of the last disaccharidases to appear in the intestinal tract of the foetus. Pre-term and some full-term infants may have difficulty in digesting lactose, especially large amounts.

All disaccharidases are present from the third month of gestation and most reach maximum activity during the 6th and 8th months. Lactase however does not reach maximum activity until the end of normal gestation. Lactase is also one of the first enzymes to decline when there is a gastrointestinal upset or episodes of diarrhoea. As the new Ostermilks contain both lactose and maltodextrin we have lessened the risk of feeding more lactose than the quantity of lactase present can cope with.

In rare cases, the infant is born without any lactase. These infants will show lactose intolerance whatever milk they are fed, including breast milk. The smallest amount of lactose will produce diarrhoea, acid stools and excess amounts of sugars in the stools.

Breast milk contains 7.0g lactose in every 100ml, and the new Ostermilks contain a total of 9.4g carbohydrate. If this was added solely as lactose, symptoms of intolerance would result.

Advising on special diets: phenylketonuria

One area of baby feeding in which the pharmacist should be able to give expert advice is in the supply of special diets.

Classical phenylketonuria results from an inability to metabolise phenylalanine by the usual pathways. There is a deficiency of the liver enzyme phenylalanine hydroxylase which normally converts phenylalanine to tyrosine. Abnormal metabolites and phenylalanine accumulate in the blood and prevent brain growth.

As all natural protein foods contain phenylalanine, this accumulation begins as soon as the newborn baby takes milk. After 1-4 weeks the phenylalanine and abnormal metabolites phenylpyruvic acid, phenylacetic acid, phenyllactic acid and hydroxyphenylacetic acid appear in the urine. If the disease is detected soon enough the amount of phenylalanine in the diet can be strictly controlled and the risk of mental deficiency reduced.

Being an essential amino-acid, phenylalanine cannot be completely excluded from the diet, so treatment must aim at providing sufficient phenylalanine for growth without allowing a surplus to accumulate.

Accumulation of phenylalanine also inhibits tyrosinase, the enzyme responsible for conversion of tyrosine to melanin and the phenylketonuric often shows a lack of pigmentation, with blonde hair, blue eyes and a light skin. Characteristics of the untreated disease are convulsions, eczema and a musty body odour resulting from the phenylactic acid secreted in the perspiration.

Phenylketonuria is inherited as an autosomal recessive condition in which both parents of the affected child carry the

gene but are apparently normal themselves. The disease affects 1 in 10,000 to 20,000 of the population and about 1 person in 50 to 1 in 80 are carriers.

Routine screening has been carried out in the newborn since the early sixties. The most accurate way of detection is to measure phenylalanine levels in the blood. The Guthrie test, performed between the 6th and 14th day of life depends on the fact that certain bacteria cannot grow without phenylalanine in the culture medium. Blood specimens are incubated on an agar plate impregnated with *Bacillus subtilis* and a halo of bacteria grows around the blood spots in proportion to the phenylalanine content of the blood. Antibiotics given directly to the infant or via the mother in the breast milk render the test invalid.

The diagnosis of phenylketonuria is confirmed by testing blood phenylalanine and tyrosine levels. In classical phenylketonuria the serum phenylalanine level is greater than 30mg per 100ml (normal values 1-2mg per 100ml), the tyrosine level is normal and the abnormal metabolites can be demonstrated in the urine.

Protein supplements available for the treatment of phenylketonuria are protein hydrolysates from which most or all of the phenylalanine has been removed or a new range made from synthetic amino acids free from phenylalanine.

They are not usually nutritionally complete but serve as the basis of a diet to which extra vitamins and minerals, fats and carbohydrates must be added. None

Concluded from p 8

the possibility of the drugs being secreted in the milk.

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Continued on p 15

THE BEST OF STEADY SELLERS



Beecham Remedies for indigestion and holiday tummy, for constipation, wind and headachy tiredness . . . they're all household words, known, trusted, asked for day after day. They're all heavily advertised too, in the press, on TV or both. Check stocks and displays now – let your customers see you stock these famous remedies. Then you'll benefit fully from the advertising, the demand and Beecham's active support of price maintenance.

BEECHAM HOME MEDICINES—BEST SELLERS ALL ROUND

Beecham's Powders
Tablets, + Hot Lemon
Phensic Tablets
Macleans Indigestion Remedy
Powder, Tablets
Iron Jelloids
Fynnon Calcium Aspirin
Tablets
Cephos Powders, Tablets
Ellimans Embrocation

Germolene Ointment,
Footspray, Plasters, New-Skin
Setlers Tablets
Veno's Standard and Honey & Lemon
Fynnon Salt
Dinneford's Gripe Mixture
Yeast-vite Tablets
Phosferine Tablets, Liquid
Fynnon Spa Bath Salts and Liquid
Beecham's Pills

All Fresh Clean-up Squares,
Baby Bottom Wipes
Eno 'Fruit Salt'
Germoloids Ointment,
Suppositories, Moist Toilet Tissues
Phyllosan Tablets
Ashton & Parsons Powders
Mac Lozenges
Night-nurse (Southern, London TV.)
Diocalm Tablets

A close-up photograph of a baby's buttocks and the back of a white nappy. The skin is a warm, reddish-pink tone. The nappy is white and appears to be made of a soft, textured material. The text is printed in a bold, black, serif font across the middle of the image.

**WHY GOLDEN BABE HAVE
BEEN GETTING A LITTLE BEHIND
IN THEIR NAPPIES LATELY.**

This is an apology.

Golden Babe Bambi has been so successful that we're finding it hard to keep up with your sales.

But you'll be glad to hear we're getting to the bottom of the problem and we're now working flat out to step up production so as to meet all your requirements.

In the meantime, Lilia-White would like to thank you all for making Golden Babe Bambi a resounding success.

And to say sorry for making it such a good product.



Lilia White (Sales) Ltd., Charford Mills, Birmingham, B8 3DZ.

Savlon Babycare: now the biggest seller in chemist-only baby toiletries

And there are 5 good reasons why

Savlon Babycare fills the pharmacists need
for a specially formulated range of baby products.

Savlon Babycare is heavily promoted
in Woman's Own, Good Housekeeping, She,
Woman & Home, Mother and professional
publications.

Savlon Babycare is sampled
by over 700,000 new mothers
through bounty and clinic sampling.

**Hospitals use and endorse
Savlon Babycare.**

Savlon antiseptics are a part of the
hygiene routine relied upon by many
maternity units.

**Savlon Babycare brings new
customers into the Chemist's shop**
and offers good profit margins.



AVLEX LIMITED
A subsidiary company of
Imperial Chemical Industries Limited

SAVLON  **BABY-CARE**
TRADE MARK
the care a baby's skin needs

MARK
BC 50

Name of food	Composition per 100g					Manufacturer
	Protein (g)	Phenylalanine (mg)	Fats (g)	Carbohydrates (g)	Calories	
Albumaid XP	30	Trace	0	50	370	Scientific Hospital Supplies Ltd, 38 Queensland Street, Liverpool L7 3JG.
Aminogran	Supplement of 17 amino acids excluding phenylalanine and 13 minerals					Allen & Hanburys Ltd, London E2 6LA.
Cymogran	30	Less than 10mg	9	42.65	400	Allen & Hanburys Ltd, London E2 6LA.
Lofenalac	15	80mg	18	59	460	Bristol Laboratories, Division of Bristol Myers Co Ltd, Stamford House, Langley, Slough.
Minafen	12.5	Less than 20 mg	31	47.9	509	Cow & Gate Ltd, Guildford, Surrey.
Minex biscuit	0.9	21mg	7.5	79	375	Liga Infant Food Ltd, Liga House, Leicester LE2 0NL.
Proten						Carlo Erba (UK) Ltd, 28 Great Peter Street, London SW1.
Crispbread	1	35mg	8.5	86.23	420	
Flour	0.7	25mg	0.2	86.2	350	
Pasta and semolina	0.5	12mg	0.1	85.3	340	
Glutella pasta	0.5	Trace	0.5	88.8	350	Carlostia Ltd, 33 Ermine Road, London SE13 7JY.
Wafers						
Filled wafers	0.4	Less than 100mg	26	71	520	
Plain wafers	0.4	Less than 100mg	4.1	92	420	
Diet protein free						Welfare Foods (Stockport) Ltd, 63 Higher Hillgate, Stockport, Cheshire
Bread	0.6	12.8	4.0	47.85	234	
Flour	0	2.8mg	0	86.85	347	

Special diets

concluded from p 10

The commercial foods supplies the 15-20mg phenylalanine per kg bodyweight required daily for growth in children and 5 to 90-110mg per kg in infants, so more amino acid is given as milk or, in older children, from other foods with known phenylalanine content.

Diets are designed to suit the individual, whose serum phenylalanine levels are monitored at regular intervals. If the phenylalanine content of the diet is too low, anorexia, fever, lethargy and vomiting occur and the body starts to metabolise its own proteins.

An outline of the composition of the low phenylalanine preparations is given in the table. Albumaid XP, Aminogran, Cymogran, Lofenalac and Minafen may form the basis of the diet. Minafen and Lofenalac are best suited to infants.

Cymogran is for use at or after weaning. Aminogran, for children over 20 months old, is a supplement of amino acids and minerals only, additional calories being required in the form of fats, carbohydrates and essential phenylalanine. It can be given as a medicine rather than a meal, leaving more scope for variety in the diet and enabling the child to eat meals similar to those of a normal child without the high protein foods.

Low protein biscuit, bread and pasta preparations are complementary foods which supply additional calories and introduce some variety.

Ketovite tablets and liquid (Paines & Farnes Ltd) are usually recommended when a complete vitamin supplement is indicated, as together they provide trace vitamins not present in the usual preparations. Gelatine capsules are contra-indicated.

The list of borderline substances classifies these preparations as drugs when used in the treatment of phenylketonuria, so are available on prescription.

Energy, protein and infant feeding

Energy requirements during the first few months of life can be estimated by measuring the observed intakes of breastfed infants who are growing normally. There is much variation in intake with the same baby from day to day and also daily variation in the composition of breast milk. However, with large series of estimations it is possible to decide on average requirements. For energy these are 120 kcal (500 kilojoules) per kg for the first 3 months, 115 kcal per kg (480 KJ) for the next 3 months, reducing to 110 to 105 kcal per kg (460 to 440 KJ) at one year (1, 2). Energy requirements of adults are based on physical activity, body size and composition, age, climate and other ecological factors. With babies and children there are large additional energy needs for growth. The requirements reduce gradually from 90 kcal (380 KJ) per kg at 5 years, 74 kcal (310 KJ) per kg at 10 years, to the adult figure of 40-50 kcal after 19 years.

by R. A. Hendey, FRIC, FRSH, technical manager, Cow & Gate baby foods

The most useful measurement of adequate protein or nitrogen intake is that the growth rate meets acceptable paediatric standards. With young babies, breast milk is the standard food and the nitrogen intake can be determined by measuring the total protein and nitrogen intake. Fomon (3) has reported that at 4 to 6 months an intake of 240mg nitrogen per kg per day as human or cows' milk was sufficient to maintain normal growth in healthy infants. Gopalan (4) concluded that 320mg nitrogen per kg per day was adequate for babies up to 3 months old. Both the studies of Fomon and Gopalan were based on good quality protein products, ie human or cows' milk, and it

essential that the biological value of the protein is taken into account.

The amino acid pattern of proteins is important. The amino acid requirements of infants have been estimated by Holt & Snyderman (5) in studies on individual amino acids and by Fomon & Filer (6) in calculations of the amino acid contents of various milk formulas which provided an adequate growth rate.

When it is not possible for infants to be breastfed, the milk given must be of similar energy level and contain sufficient high quality protein to provide an adequate substitute. For many years, these milks have been wholly based on whole cows' milk. Recent research has led to development of modified milks with levels of carbohydrate, protein and fat nearer to those in breast milk than cows' milk.

The modified milks provide a lower total protein intake than cows' milk, but this level will provide the baby with adequate protein to satisfy the demands of normal growth and health. The total calorie level is kept similar to breast milk by increasing the carbohydrate content. A major advance in the formulation of these milks has been reduction of the total solute load, as the mineral content, of cows' milk.

But more research is still needed to identify the specific needs of the baby and young child so that industry can provide the nutritionally balanced food products necessary.

1. WHO Technical Report Series, No 522, Geneva, 1973.
2. Recommended intakes of nutrients for the UK, DHSS report no 120, 1969.
3. Fomon, S. J., and May, C. D., 1958, *Pediatrics*, 22, 1134.
4. Gopalan, C., *J trop Pediat*, 1956, 2, 89.
5. Holt, L. E., and Snyderman, S. E., in *Amino acid metabolism and genetic variation*, ed Nyan, W. L., McGraw Hill, N.Y., 1967.
6. Fomon, S. J., and Filer, L. J., *Ibid*.

PRODUCT AND PROMOTION ROUND-UP

Cow & Gate start new advertising campaigns for chemist-only lines

New full colour advertising for Cow & Gate baby milks and baby meals is appearing in specialist mothercraft publications. There are two new subjects for the milks and one each for the savoury varieties and the desserts. As these lines are sold from pharmacies only, the words "Available from chemists" appear.

In advertisements for the milks the headlines "The way you love him is the way we feed him" and "Cow & Gate baby milk is part of the way you feel about him" are set about an emotive photograph of a mother and her baby.

In the meals advertisements the headlines "He wants the extra meat in every one of our dinners" and "We give your baby more of what's good for him" emphasise the guarantee of more meat — or more fruit — than all the other ingredients put together.

All four advertisements offer a free copy of the company's booklet "From cradle days to family meals" and the slogan "The best for your baby after your love" is set below the company's logo.

During April and May Cow & Gate's television campaign will be continued with a series of spots for both the milks and the meals appearing in all areas throughout the country.

Recognising the pressure on display space in the pharmacy the company has provided neat jar crowners and shelf talkers for their recently-introduced nine new varieties of baby meals.

Signs of buoyancy in UK disposable nappy market

In 1973, consumer expenditure on the disposable nappy market in the UK grew to £4 million, say Sancella, as manufacturers' marketing activity intensified and new manufacturers such as Colgate-Palmolive and Mölnlycke made their entry.

Mölnlycke, who claim to be Europe's leading disposable manufacturer, acquired Sancella Ltd in May 1973. This followed termination of the agreement between Lilia-White and Mölnlycke whereby Lilia-White had been licensed to produce the shaped and net covered product now marketed and manufactured by Sancella under the brand name Baby Shapes.

Mölnlycke say they produce over 1,000

million nappies a year with 80 per cent of the market in Norway, 70 per cent in Finland and Denmark, 40 per cent in Holland, 35 per cent in Sweden and France and 30 per cent in Belgium.

Mölnlycke feel their activity and innovation have helped the expansion of the disposable nappy market in these countries to levels far in excess of those existing at present in the UK. They say that in Scandinavia, Benelux and France combined, 47 per cent of all babies now wear disposable nappies compared with 35 per cent in 1970, and that the UK market has been showing signs of buoyancy in the past 18 months.

Company optimistic on maintaining output



In spite of present difficulties, William Freeman Ltd, Subaseal works, Staincross, Barnsley, Yorks, say they are maintaining output of almost all their baby feeding and baby care products.

They say the new Suba Seal safety soother with a ring connector which can withstand a "pull" of 20 lb is now well established. The profiled mouth shield is said to give a comfortable fit and the soother can be cold sterilised in sterilising solution.

The company also reports widespread international interest in their recently introduced self-selection range of feeding bottles and teats which include the Twinpak, Handipak and White Superlife teat, individually-packaged items.



Savlon baby care gift box containing talc, lotion, napkin rash cream, shampoo, and voucher worth 5p against Savlon baby care products. Available through pharmacies only (£0.99) (Avlex Ltd, ICI Pharmaceuticals Division, Alderley Park, Macclesfield, Ches).

New products from a new company

A young Midland company — Derrydown Disposables Ltd — which is rapidly growing in the baby nappy and incontinence pad field is marketing Snibbs — "the easy-tie baby pants". Made in soft, flexible pvc the pants retail at about 3p each in packs of 10.

The company was founded by two engineers Derry Granville-Jolly and George Fowler who between them combine over 40 years of design and practical engineering experience. They have the backing of Gidney Securities and have machinery designed to make disposable nappies of the usual size and shape but with soft ends. This feature is achieved by sealing the nappy cover only at its ends and not by crimping the whole of the nappy across which would also include the wood pulp fibre. The machinery is flexible enough to manufacture the much larger Kanga pads, incontinence pads which Derrydown make for Kanga Hospital Products Ltd, a member of the Courtaulds Group.

Recently, Alan Planty, who has much experience in the baby products field, has joined the company as sales manager. He says the tie-on pants and absorbable pad system is so simple that fathers ought to be able to use it! "So many mothers are out at work full time that an easy-to-use technique is a must today" he comments.

Acceptable pack size

Granville-Jolly believes that the pack size most acceptable to mothers is 25. He feels that one pack of 25 bought twice a week is the most convenient to handle and that this size of pack is also right for the pharmacist who has limited space. He thinks the pharmacist will always command a high percentage of this highly personal market and will attract the customer who prefers the atmosphere of the smaller outlet offering individual service, albeit at a slightly higher price (Derrydown Disposables Ltd, Navigation Road, Diglis, Worcester WR5 3DE).

Rich in nourishment. Safe in glass.

PRODUCT AND PROMOTION ROUND-UP

Johnson & Johnson's biggest ever campaign

The baby toiletries market is worth about £12 million, with nappy liners worth about another £4.25 million and cotton buds another £1 million, say Johnson & Johnson who claim an 80 per cent share. The company aims to increase that total market with their biggest ever campaign through major baby publications, through sampling to new mothers in Gift Pax and Bounty, and by distribution of a new baby's bathtime leaflet and wall chart through clinics.

An extensive television campaign will back adult usage. Johnson's believe that their range of six 15 second baby powder commercials will have a dramatic effect on sales. "We are using a 'people powder' theme", comments product manager Bob Shire "and we expect to see a significant usage increase by all members of the family. Because of this we anticipate even more substantial sales in the larger sizes."

Johnson's say their latest nappy liner, the Baby-Dry one-way disposable liner, has met with "encouraging success". The liners are perforated with thousands of small holes which drain the fluid away into the towelling nappy leaving the surface of the liner next to the baby's skin almost dry.

With the introduction of the 205cc baby shampoo into the London area last year increased sales were spectacular say Johnson's. This year the shampoo will be given its biggest ever boost with a television campaign covering the entire country by mid-year.

Cotton buds will also have extensive television backing this year following a successful test in the Scottish television area. Emphasis will be on adult usage, while sampling in Bounty and Gift Pax will endorse baby usage (Johnson & Johnson Ltd, Slough, Bucks).



New showcard

A new showcard for Drapolene cream is now available.

An advertising campaign for Drapolene, Calpol and Gripe Mixture started in January and will run until August in journals for nurses, health visitors and midwives. The products are also being promoted in ante-natal clinics with samples and leaflets being distributed by the Wellcome Consumer Division sales force (Wellcome Consumer Division, Crewe Hall, Crewe, Cheshire).

Heléna® Baby Pants

THE LARGEST
SUPPLIER
OF BABY PANTS
IN THE U.K.



TRIPLE PACK • ABC BRICK • NYLON COVERED • SNAP-ON • FRILLY

- Attractive packaging
- Extra soft washable material
- Generously cut pants to give baby maximum comfort
- All seams double welded for reliability

Hellane Manufacturing Ltd. 56 High Street Hoddesdon Herts.

Tel: Hoddesdon 69641/7

'Enthusiastic' response to Bambi

Lilia-White (Sales) Ltd report an enthusiastic response from both mothers and the trade to its new Golden Babe Bambi disposable nappies, launched last November.

Mr Tony Fuller, senior marketing manager says "Trends seem to be at last turning towards disposable nappies rather than the traditional terry towelling."

Bambi pads have a polythene backing which is said to allow the moisture to disperse evenly through the centre layer of cellulose instead of collecting in a pool. The makers feel the chances of nappy rash are reduced because the baby's skin is not exposed to a strong concentration of moisture at one point. The nappy has soft

ends and a non-woven cover to prevent the pad disintegrating when wet. To dispose of the nappy the backing is torn off and the rest of the pad flushed away.

Lilia-White has produced an "overnight" size, which is more than 40 per cent more absorbent than the daytime size, for use at night-time and on long journeys as it is estimated that a quarter of all disposable nappies bought are used for these purposes.

Advertising for the product will be continued through 1974 at the same rate as the launch advertising and will include insertions in specialist baby magazines (Lilia-White (Sales) Ltd, Charford Mills, Birmingham 8).



Baby bath mat

A baby bath mat measuring approximately 10in by 16½in is now being manufactured by the Cannon Babysafe division, Cannon Rubber Ltd, Ashley Road, Tottenham, London N17 9LH.

The makers say the mat is made from high quality, supple rubber in white, pink, pastel blue and lemon and will fit all baby baths (£0.67).

Record sales year and new plant for Griptight

Lewis Woolf Griptight Ltd, 144 Oakfield Road, Selly Oak, Birmingham 29, report record sales at home and abroad in 1973.

The national distribution of the new range of safety soothers — the Hush-master, Orthodontic and Flexi-Ring soothers — introduced on a limited scale in September, has been delayed due to shortages of packing and other materials. The company says supplies should be available towards the end of March.

Sof'Down nappies, nappy liners and tie-

pants are showing the most dramatic growth of all, they say, and new plant should satisfy the anticipated further increase in sales this year.

Lewis Woolf are backing their range of products by advertising with colour pages in specialist mother and baby publications and monthly women's magazines, as well as black and white pages in specialist professional publications. The campaign is planned to reach 85 per cent of all mothers with children under two years old.

Gerber aim to increase baby food sales through chemists

Gerber babyfoods have started two new activities aimed at developing sales through pharmacies.

Firstly, the company has recently appointed specialist salesmen to be solely concerned with pharmacy outlets. Secondly, a new offer has been launched aimed largely at promoting Gerber orange juice, sold mainly through pharmacies.

The promotion, launched in February, is a musical toy, said to be worth £2.40, for £1.35 plus two labels from Gerber orange juice or six labels from any Gerber babyfoods. It will be advertised at the point of sale by shelf strips holding colourful application forms.

The toy is either a dog or a bear's head containing a musical box which plays a nursery tune when a cord is pulled from under the animal's chin. The animal's eyes move while the music plays.

Gerber predict a heavy demand for the offer. Nearly 250,000 babies' place mats have been mailed out in response to the August 1973 offer, representing sales of 2½m units of Gerber babyfoods in terms of proofs of purchase.

Healthy condition

Gerber say their sales are in a healthy condition despite the bleak economic climate and the most recent figures (November-December 1973) show the brand has the highest market share in its UK history: 21 per cent calculated as unit sales.

The company are confident that this growth will continue and are investing £4m in new plant at their Paisley factory to increase production capacity by 50 per cent (CPC (United Kingdom) Ltd, Claygate House, Esher, Surrey).

Bounty sampling in new premises

Bounty Services Ltd, the baby market sampling and publishing firm have moved their warehouse and head office to new premises at Diss, Norfolk, where they warehouse, collate, pack and despatch some 16 million items of samples and literature per year. Clients in Bounty's sampling service to new mothers include Heinz strained food, Savlon babycream and shampoo, Delrosa, Hedex, Farley's rusk and rice, Farex, Nappicare, Steedman's teething jelly, Angiers junior aspirin, Paddi Pads, Johnson & Johnson nappy liners, Dentinox and Cow & Gate. These are collated into heat-sealed polythene carrier bags and distributed to 550,000 new mothers per year in hospital maternity wards. Each bag contains a free copy of the Bounty baby book (ABC).

With their own generator, Bounty have been able to maintain a full working schedule during the energy crisis and to expand their handling activities. These involve warehousing, collating, packing and despatching thousands of promotional items for companies such as Elida Gibbs Ltd, ICI and others. A recent operation involved sending oral hygiene teaching kits containing Signal toothpaste to the senior class at all primary schools.

Bonus offers on Seven Seas products

British Cod Liver Oils (Hull and Grimsby) Ltd, Marfleet, Hull, Yorks, are offering a bonus on Seven Seas orange syrup, 6 invoiced as 5 or 12 as 10, in a special counter display unit. There is a bonus on Seven Seas Start Right cod liver oil, 8 invoiced as 6, or 16 as 12, again in a display unit.



A re-launch with five aspects

Robinson's have relaunched their brand in 1974 with the theme "Robinson's baby foods — altogether different from any other".

Robinson's baby foods are in a dried form so the mother can mix the food to adapt to her baby's changing needs. Robinson's say the advantages are that there is no waste and that the baby will progress from milk to solid foods with the minimum of fuss and upset.

As already announced in the *C&D* the re-launch involves new packaging — different in that Robinson's have moved away from the traditional theme of jolly bouncing babies and are using drawings by Mabel Lucie Attwell.

The second aspect of the re-launch is a new promotion — different in that Robinson's are offering free a selection of eight toys which the company says have been recommended by a leading paediatrician as being valuable in helping babies develop to their fullest potential mentally and physically. Every entrant in the promotion receives a free guide to child development booklet which explains how babies develop from birth to eighteen months and how the toys offered by Robinson's may be used to encourage this development.

New advertising

The re-launch involves new advertising — different in that it too gets away from the bouncing baby image. Robinson's are planning to spend twice as much as ever before on advertising their new baby foods and will be going on television with a



Robinson's toy offer

national campaign from mid-year.

The fourth aspect of the re-launch is the improvement in quality of Robinson's baby foods. The meat content has been increased and the salt content reduced to bring the brand in line with current medical opinion on infant nutrition.

The final element is the introduction of new literature for mothers, because the makers recognise the problem of babyhood obesity brought on by feeding too much solid food too soon. These booklets advocate no solid food before three months except in exceptional circumstances and encourage the feeding of home cooked food from time to time (Reckitt & Colman Food Division, Farrow, Norwich NOR 7SA).

Nappy hygiene stressed on new poster

Robinson's of Chesterfield, makers of Paddi Pads, have designed a new poster for hospitals and clinics to stress the importance of nappy hygiene.

The company, which has been manufacturing disposable nappies since 1949 and claim to have introduced disposable nappies into the UK, predict a tremendous growth in the market following the increase in costs of toweling nappies and the growing awareness of expectant mothers, midwives and health visitors of the usefulness of disposable nappies in combating nappy rash (Robinson & Sons Ltd, Wheat Bridge Mills, Chesterfield.)

Survey on baby bottom wipes

Beechams' say that recent consumer research, in which 400 mothers of babies under two were asked to comment on cleaning squares for nappy changes, showed that 54 per cent were aware of the new product field.

Of these, 8 per cent spontaneously mentioned baby bottom wipes—a higher percentage than for any other brand. When recall was prompted, 25 per cent mentioned baby bottom wipes and 59 per cent of those who had tried them said they were likely to buy them again.

Beechams say 35 per cent of users saw baby bottom wipes as a regular part of each nappy change routine. Those who used the product only for travelling and other special occasions were in a minority — bearing out Beecham's own research which showed that cleansing squares were fast gaining popularity for everyday use.

Beecham plans to continue its strong support of baby bottom wipes with colour pages in *Mother, Maternity and Mothercraft*, and other media until Spring 1975, as well as insertions in *The Baby Book*, *Woman's Realm* and *News of the World* (Beecham Proprietaries, Beecham House, Brentford, Middlesex TW8 9BD).

Expansion plans go-ahead in spite of shortages

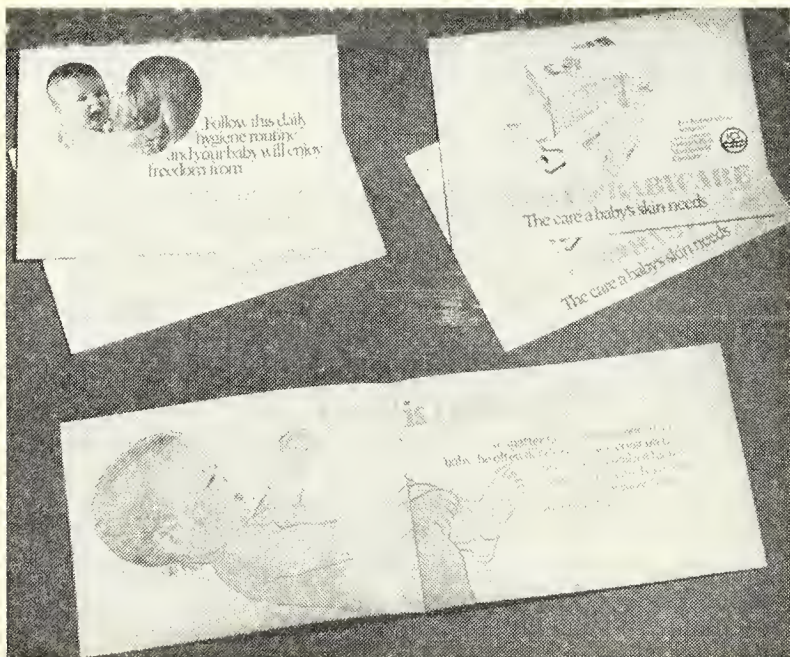
Hellane Manufacturing Ltd, 56 High Street, Hoddesdon, Herts EN11 8ET, are still proceeding with expansion plans for increased production and distribution of their Helena baby pants even though there is a world wide shortage of raw materials. During the middle of last year the company placed orders for raw materials six to eight months ahead of their requirements.

Their range of products includes standard baby pants in three sizes, frilly baby pants in various designs and fancy nylon and they are now introducing a snap-on pant in three sizes to be used with disposable pads.

Hellane Manufacturing, with factories in Malta and Ireland and a newly opened distribution depot at Bury St Edmunds, Suffolk, will soon be negotiating with various distributors in North America.

Promotions to resume

Richardson Merrell Ltd., 20 Savile Row, London W1X 1AE, makers of Infa-Care Milton and Napisan, are hoping to resume their advertising and in store promotions in May or June.

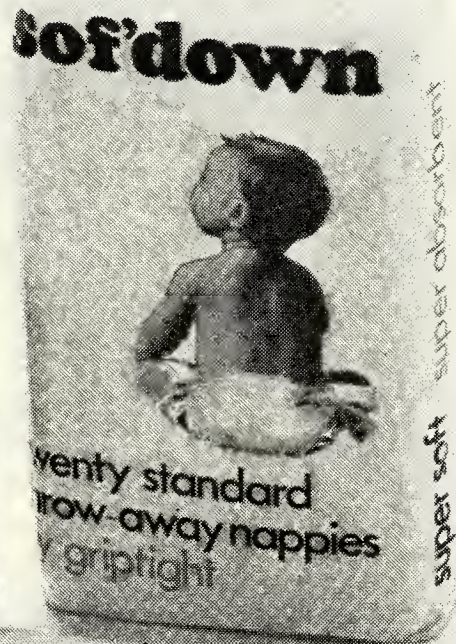


A new Savlon baby care leaflet from Avlex Ltd, ICI Pharmaceuticals Division, Alderley Park, Macclesfield, Ches, explaining the use of the products in nappy rash, cradle cap, chafing and soreness.



Over the years we've given birth to some good ideas ourselves.

When a baby is born in one of our hospitals, the first teat to touch its lips is probably made by Lewis Woolf. Because almost all our hospitals use Freflo teats. They use them simply because they're so simple and safe to use. And of course Freflo teats go with Freflo feeding bottles.



Sof'down Disposable Nappies are as soft as a baby's bottom—yet they're absorbant and strong enough to keep him warm, dry and comfortable. And what better to put them in than Sof'downs supersoft washable Tie-pants. Two more nice ideas from Lewis Woolf.

Griptight Soothers by Lewis Woolf have always complied with the most demanding requirements for comfort, safety and hygiene. Now Lewis Woolf have brought out a wonderful new range of even safer soothers to suit a baby's needs. And they can all take repeated sterilisation. Lewis Woolf soothers have been keeping babies happy since 1885.



The Lewis Woolf family

Tablets for teething pains

A "cooling" tablet specifically aimed at teething pains rather than general discomfort is how Fennings describe their latest baby care product.

Fennings children's cooling tablets are soluble, strawberry flavoured and each contain paracetamol 30mg. The company is launching one of their heaviest advertising campaigns for some time, using the specialised baby Press and women's weeklies from April (Fennings Pharmaceuticals, 86 Hurst Road, Horsham, Sussex).

Heinz say advertisements influence chemists' sales

Since the re-launch of their baby foods range last spring, H. J. Heinz have supported their products with an unprecedented £1m investment in television coverage in all areas of the UK, and Press advertising.

As a result, Heinz say sales through chemists have substantially increased. The average volume turnover of Heinz baby

foods through individual chemist stockists is 35 per cent greater than through other retail outlets.

Before the advertising started intensive research was done to test the effectiveness of the commercials when screened to sample audiences of mothers and expectant mothers.

Heinz say every aspect of each film was assessed for its power of communication, in terms of creating a favourable emotional response to the product and in conveying the essential facts of the brand proposition.

To enable chemists to take greater advantage of market opportunities and to assist them in the most effective retailing methods, Heinz have expanded their specialist sales force, introduced a new range of merchandising material and provided help in laying out baby foods fixtures.

Increased production of tie-pants

A. & H. Heyman say their plastic baby-pants have been in short supply for some time because of the scarcity and increased price of pvc and labour shortages.

To ease these problems, Heyman's have increased production of tiepants which are not so badly affected by labour shortages. The tiepants are made from pvc sheeting and can be boiled (A. & H. Heyman, Horndale Avenue, Aycliffe Industrial Estate, Co Durham).

Trimster add new colours

The Trimster Company Ltd, Bowcourt, Westcott, Dorking, Surrey, are adding more strong colours — chocolate, mauve, aubergine, jasmine, orange and royal blue — to their range of Terylene covered pants (£0.22), following the success of navy and scarlet.

Latest in their range of stretch suits is the long-sleeved romper in a yellow and black or scarlet and royal blue tiger design, in three sizes retailing around £1.65.

A small display stand for their range is supplied free with a minimum order of £45.

Bonus offer on liquid nappy cleanser

Nappicare liquid nappy cleanser is now on bonus terms of 12 for 11 on two standard minimum packs assorted. Scott & Bowne Ltd, 50 Upper Brook Street, London W1Y 2AE, say Nappicare has a bactericidal action but contains no bleach or potentially harmful biological agents. A fabric softener has been added to keep nappies "soft and fluffy". Nappicare can be used directly onto nappies or for soaking in hot or cold water, in plastic or metal buckets or even in washing machines.

Maws provide teaching aids on use of their products

Maws-Ed are launching a set of three full colour teaching charts available to antenatal and postnatal clinics throughout Britain for use by clinic staff in mothercraft classes. Baby changing, bathing and feeding routines are illustrated and each set is accompanied by teaching notes.

Maws-Ed sponsor scholarships for health visitors and midwives. The first Maws-Ed midwives scholarship was presented to a Birmingham midwife, Mrs Susan Baker, who did a survey on postnatal perineal discomfort. Her research was published by the Royal College of Midwives in 1973 and was the subject of

a leading article in the *British Medical Journal*.

Maws' 1974 advertising plans centre on a comprehensive coverage of women's magazines. The campaign will cover both "mother and baby" specialist journals and general interest, high circulation magazines such as *Woman's Own* and *Family Circle*. Maws say 14 publications are involved, gaining the attention of more than 85 per cent of women of child-bearing age in the UK. On average, each woman could see ten Maws advertisements (Maws, S. Son & Sons Ltd, Aldersgate House, New Barnet, Herts).

Tommee Tippee to launch new bibs and toys

New towelling bibs will be available from Jacqueline Sales, Kitty Brewster Estate, Blyth, Northumberland, at the end of March.

At the same time a Tommee Tippee chiming toothbrush and beaker set (£0.69) and Barbell rattle (£0.35) will be launched.

Two of the teaching charts available to clinics and pharmacies available from Maws. Actual size is 40 x 30 ins.



"Best for Baby Care"



SUBA-SEAL

10 oz de luxe feeding bottle in glass clear plastic, with silicone teat.

Just three fine items from the big range of 'Suba-Seal' baby care products. When customers demand quality 'Suba-Seal' products are a natural choice. Full colour, illustrated literature of the entire range is available on request from:-

Latex teat, narrow neck. Bubble packed mini soother.

WILLIAM FREEMAN & COMPANY LIMITED
SUBA-SEAL WORKS, STAINCROSS, BARNESLEY,
YORSHIRE, ENGLAND. TEL: 0226 84081. TELEX: 547186.

MOST MUMS PUT SAFETY FIRST.



The first priority of every baby product is simply this:

Safety.

And that's how we got our name, Babysafe.

Babysafe cotton buds, for instance, are made to very careful specifications.

The bands of cotton wool round each tip don't come off - and lodge where they shouldn't.

And the stems are flexible (so that they bend but don't break).

And when it comes to sterilizing teats and feeding bottles, Babysafe tablets are a much quicker, more convenient method than old-fashioned boiling.

In fact, Babysafe buds and tablets have got so many advantages, that they're worth advertising.

And as from February, that's what we're doing.

Full pages in Mother, large spaces in Living, Family Circle and Readers Digest, reaching a total mum readership of 3,718,000.

And if they put us first, why don't you?

Product	Pack size	Trade (exc. VAT)	Retail (inc. VAT)
Babysafe Tablets	18	£1.68 per doz.	22p each
Babysafe Tablets	30	£2.40 per doz.	33p each
Babysafe Cotton Buds	Small	£1.14 per ½ doz.	29p each
(pink or blue)	Large	£1.92 per ½ doz.	48p each

Order from your Kirby representative, wholesaler or else contact us direct.

kirby  **babysafe**

H. & T. Kirby, Mildenhall, Bury St. Edmunds, Suffolk IP28 7AX. Tel Mildenhall 713227.

THOVALINE

the quality nappy rash cream



Thovaline is selling more and more each day as mothers discover that Thovaline is on their chemists' shelves.

Order the Thovaline retail pack from your usual wholesaler or from

ILON LABORATORIES (Hamilton) Ltd,
Lorne Street, Hamilton, Scotland.



Stock Cow & Gate. And for the next three years you'll help each other to grow.

Cow & Gate is the only range of babyfoods comprehensive enough to cover the first three years of baby's life.

For the first months, there are Cow & Gate babymilks. The widest range available, and the one more hospitals use.

Cow & Gate cereals come next, a range that takes care of all tastes.

Then Cow & Gate babymeals. The only babymeal range that promises more meat and more fruit than all the other ingredients put together.

And Cow & Gate products are backed all the way with intensive, national advertising.

Stock up with Cow & Gate and you'll soon find yourself with lots more little customers. Customers you'll keep longer.

For three years, in fact. Time enough for you both to do plenty of growing.



No small advantage in a growing business